

CONTENTS

INTRODUCTION	21
The Drivers of Brand Loyalty	24
Measuring Brand Premium	26
Delivering the Premium Brand	28
Projecting Your Brand Inside Out	34
What exactly is a Brand?	35
Contracting the Brand Promise	37
Brand-Value-Added	39
BrandOvation™ Model	41
THE LONG WALK TO REDEMPTION	43
How Germany won the World Cup	43
An Orgy of Self-Mutilation	48
Hiring & Firing Key People	51
We don't need a Revolution!	54
Creating a Fool-Proof Formula for Success	58
Even a Reject can trigger a Crisis	62
A Place of Intimacy and Trust	64
Only an Outsider can change the System	67
Where does the Poison come from?	71

Two Weeks of Purgatory	75
Trying to perform a Miracle	77
THE HERO'S JOURNEY OF JÜRGEN KLINSMANN	79
From Public Enemy to National Icon	79
Klinsi Go Home!	80
The Template of Hollywood Blockbusters	81
The Star Wars Trilogy	83
Harry Potter and the Philosopher's Stone	85
THE HERO'S ELIXIR OF JÜRGEN KLINSMANN	87
Leave no Room for Error	87
Enable the Law of Expectation	88
It's all about Taking Action	92
Show Enthusiasm & Passion	93
Establish A Real Feeling of Us	97
Show the Way Forward	100
Convert Defeat into Springboard for Victory	102
A TIME TO MAKE FRIENDS	115
Celebrating the Beautiful Game	115
Weltmeister der Herzen	126
Eine Geile Weltmeisterschaft	135
What Visitors had to Say	149

THE HERO'S JOURNEY OF OLIVER KAHN	155
The Archetype of the Warrior	156
The Shadow Archetype	158
Transformation over Penalties	160
To know when it is over	162
THE HERO'S JOURNEY OF GERMANY	167
How Germany reinvented her Brand	167
Archetypes in Advertising and Branding	170
The Archetype of Brand Germany	172
The Culture Code for Germany	174
Ordnung Muss Sein!	175
The Nation Brand Index	180
Brand Australia	182
Brand South Africa	186
The Immutable Laws of Nation Branding	188
PRESIDENT MBEKI'S 2010 PROMISE	197
Winning Hosting Team	199
Soccer Venues	199
Climatic Control	200
Maximizing Brand Yield	201
Nation Building	202

Party Venues.....	204
Visitor Safety	206
Total Commitment	208
World Cup Brand Promise	209
Client Centricity	210
Beyond Gender	211
THE REAL OPPORTUNITY FOR 2010 ENTREPRENEURS	215
Hospitality Industry	215
Retail Shopping	216
Cell Phone Forensics	217
Ladies of the Night.....	218
World Cup Paraphernalia	219
Innovation for Exportation.....	220
2010 InterContinental Innovation Challenge	221
2010 SUSTAINABILITY OPTIONS.....	223
BIBLIOGRAPHY	227
PHOTO CREDITS	237