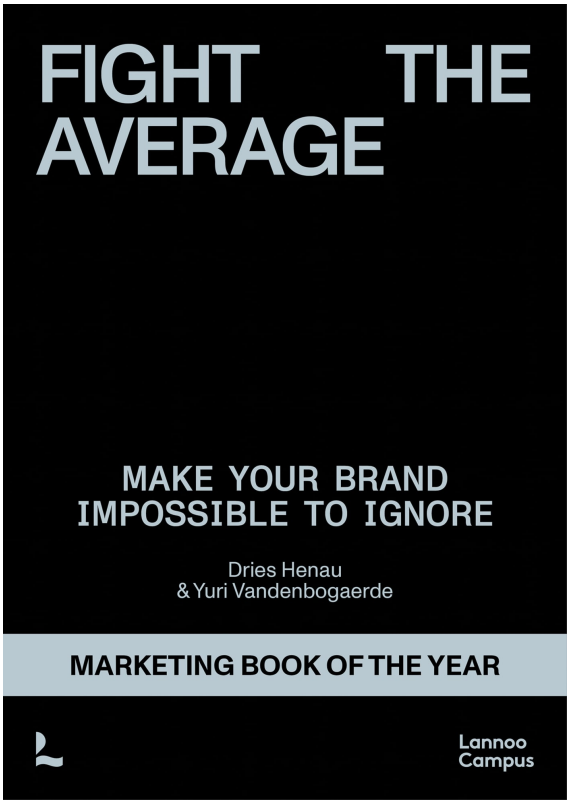
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Fight the Average

How do you build a brand that truly stands out?

Dries Henau

Yuri Vandenbogaerde

ISBN	9789059962217
Publisher	Lannoo Publishers
Binding	Paperback / softback
Territory	USA & Canada
Size	6.69 in x 9.45 in
Pages	240 Pages
Illustrations	10 color
Price	$45.00

- Experience and practical insights – Written by experts who have built brands themselves and helped dozens of companies create exceptional brands
- Customer-centric approach – Driven by hospitality as the ultimate benchmark for truly engaging your customers
- Powerful brand strategy and tools – Concrete frameworks and models for brand positioning, storytelling, and defining your target audience.
- Inspiring cases and examples
- Learn from successful brands like WASBAR and Chez Claire and see how they stand out in a world of mediocrity
- Impactful brand implementation – Align your brand strategy with leadership, culture, and your organization's 'why' to achieve lasting results

How to Create a Brand That Stands Out? Step 1: Grab this book. Nice. Are you tired of blending into the crowd, or afraid of getting lost in it? Awesome. Step 2: Buy this book. Or read it right there in the store — but that might not be very practical. In a world where mediocrity has become the norm, having a distinct identity is essential***Fight The Average*** is a powerful manifesto against the ordinary. Dries & Yuri reveal their no-nonsense approach to building exceptional brands. With practical tips and inspiring stories, they help brands, companies, and entrepreneurs stand out from the competition and win their customers' hearts. This is the wake-up call your brand needs.

"If only every entrepreneur had access to the knowledge and expertise of Dries & Yuri."– **Kimberly Rooijakkers | CEO, Boardwalk Hotel Aruba**

"Fight The Average is a breath of fresh air in a world full of AI-generated drivel and copy-paste brands. Dries & Yuri show that brands truly shine when they dare to be different."– **Clo Willaerts | Speaker, Author, and Trainer**.

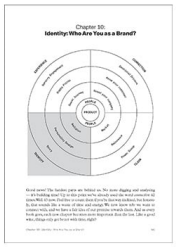
"Fight The Average doesn't just help you create a brand—it makes your brand stick. Not for the hesitant, but for entrepreneurs who dare to make bold choices and go all in."– **Jan Verlinden | Chief Lemonade Maker and Author of The Ritchie Story**.

"Fight The Average is anything but average: it's rebellious, relevant, and hits the core of what brands need today."– **Valery Super | CEO, Emboo**.

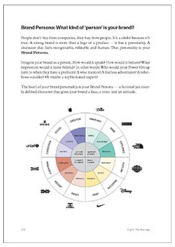
"This is the shot of courage every entrepreneur needs to stand out from the rest."– **Eline De Munck | Founder, Odette Lunettes**

Dries Henau and **Yuri Vandenbogaerde** are the creative minds behind groundbreaking concepts such as WASBAR and Chez Claire. With over fifteen years of entrepreneurial experience, they have built and sold successful brands. Their expertise extends beyond Belgium—through their company,*The Brand Guys*, they help businesses worldwide with brand development and customer experience. As speakers and authors, they are known for their fresh perspective on branding and their ability to inspire entrepreneurs to think beyond conventional boundaries.









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