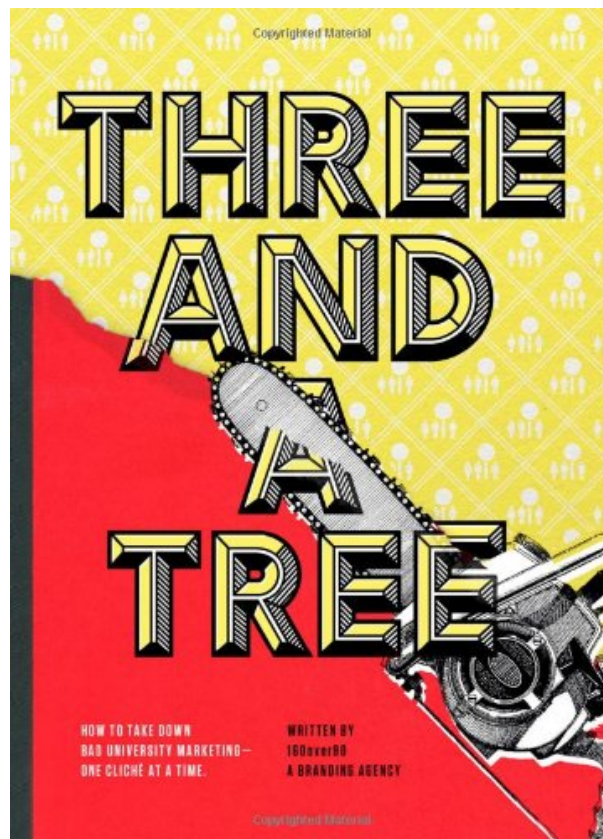
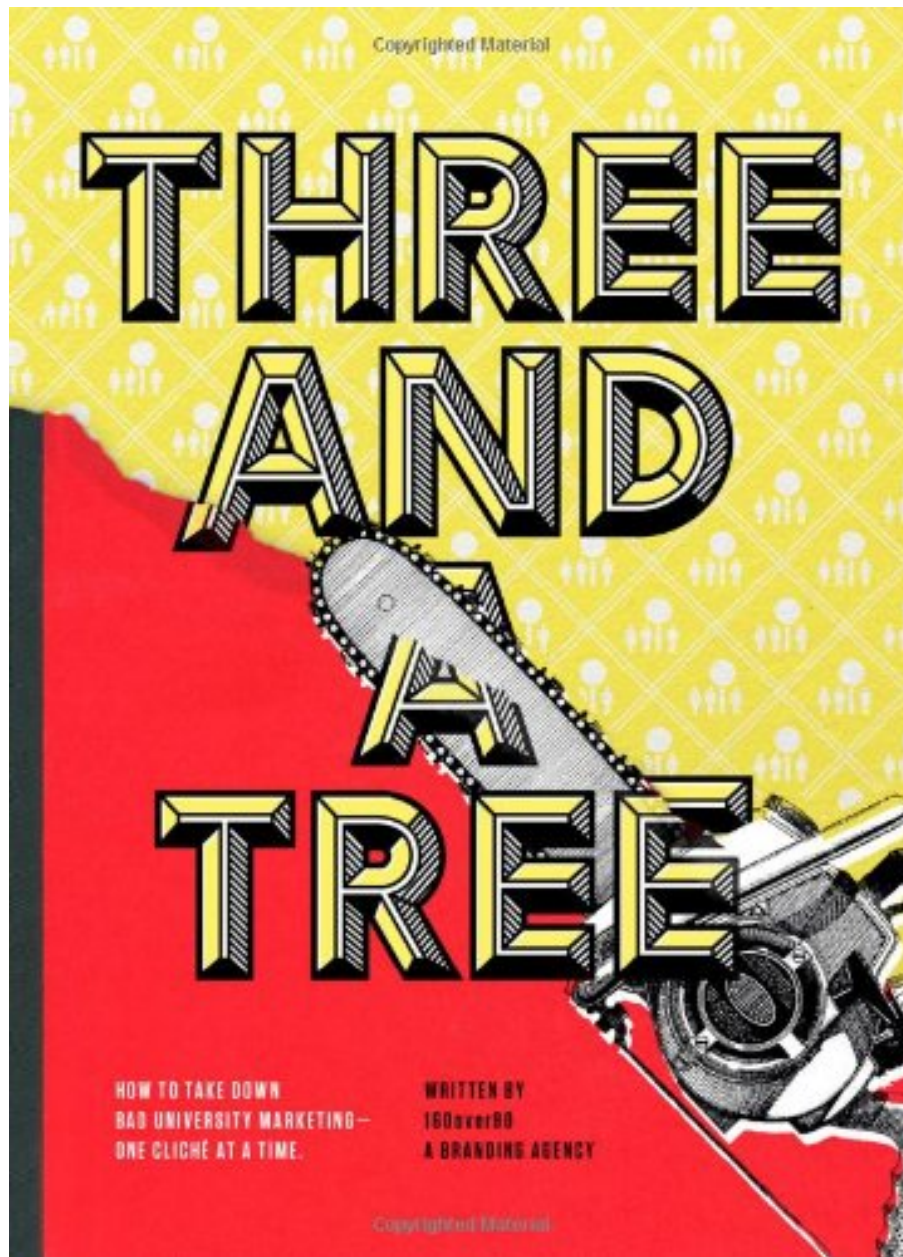


THREE AND A TREE: HOW TO TAKE DOWN BAD UNIVERSITY MARKETING ONE CLICHÉ AT A TIME BY 160OVER90



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Review

With a scholar's appetite for research, keen analytical skills and passion for vigorous and respectful debate, the team at 160over90 has unleashed their creative talents to address the lessons learned through their branding adventures in higher education. A fun and worthy read for anyone looking to unlock the heart and soul of their institution. --Rhea Turteltaub, Vice Chancellor of External Affairs, UCLA

If everyone throughout our university isn't speaking with one voice our message can't be heard. The processes outlined in this book served us well as we transformed our school into a branding powerhouse. --Dr. Daniel J. Curran, President, University of Dayton

Three and a Tree only begins to describe the clichés that riddle higher ed work. This book is a funny, but super informative, look into how to begin looking at your job completely differently. --Don Bishop, Associate Vice President for Undergraduate Enrollment, University of Notre Dame

About the Author

160over90 is a branding firm headquartered in Philadelphia, with higher education clients including Michigan State University, UCLA, The University of Notre Dame, Cornell University, and The Chronicle of Higher Education, as well as consumer clients such as Nike, the Miami Dolphins, Mercedes-Benz, and American Eagle Outfitters. The work of the firm's clients has been featured in The New York Times, ABC News, USA Today, NPR, Forbes, and the BBC. 160over90 has also received numerous CASE, UCDA, ADDY, and Admissions Advertising Awards, and speaks regularly at industry conferences.

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When it comes to branding higher education, why do so many marketers look toward other schools for inspiration? How can you look way beyond where higher education marketing is today and break free of the silly old habits that have plagued the industry for decades? And do it today, not three years from now after you convey yet another steering committee? Three and a Tree: How to Take Down Bad University Marketing One Cliché at a Time is from the staff of international branding firm 160over90. The book takes a chainsaw to tired ideas and gives you a instant leg-up over your competitive set. At over 210+ pages and featuring a forward by Mireille Grangenais, the publisher of The Chronicle of Higher Education, the book is chock full of insights like: why you shouldn't be advertising; ten steps to discovering and communicating what makes you unique; the biggest reason why university branding efforts fail; what's with all the stupid tag lines; and much, much, much, a lot more!

- Sales Rank: #207459 in Books
- Published on: 2012-11-13
- Binding: Paperback
- 202 pages

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Easy read. A bit of a commercial for the ...

By GGT559

Easy read. A bit of a commercial for the firm of the authors - but I appreciated the easy to grasp take-aways.

0 of 0 people found the following review helpful.

Great overview of branding and an innovative piece of content marketing for 160over90.

By Johannes Loutsch

A great overview and a truly innovative piece of content marketing for the firm who wrote and self-published it. A really good read for all those involved in higher ed and anyone looking for insights into overall branding and clever takes on what it means to use insightful content when marketing themselves.

0 of 0 people found the following review helpful.

Hilarious

By Jennifer A. McDonald

The best part about this book was its honesty - you can tell it wasn't written by someone in higher education, but by people with sense when it comes to marketing. Shameless plug or no, the book was relevant and entertaining.

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