

DOUG ZARKIN HELPS BRANDS EVERYWHERE MOVE OUT OF THE “FRIEND ZONE”



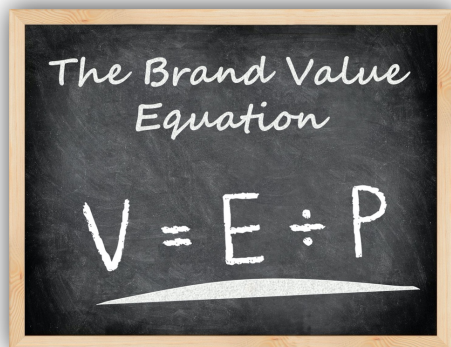
Celebrated by Forbes, Adweek, and winner of the 2023 Entrepreneur Franchise Game Changer CMO Award, Zarkin tackles the challenge of elusive brand love. Having orchestrated the meteoric rise of iconic brands such as Pearle Vision, Avon, and Victoria's Secret PINK, Zarkin stands at the forefront of contemporary branding.

In his debut book, **“Moving Your Brand Out of the Friend Zone: A Modern-Day Guide to Strengthening Your Brand’s Value Equation,”** he presents transformative strategies, including his groundbreaking BRAND VALUE EQUATION. This model promises to redefine the branding playbook for years to come.

The core principle? Brands need to aim beyond mere appreciation. They should evoke emotions, inspire passion, and command an unwavering allegiance from their audience.

Doug lays out a roadmap, equipping students, entrepreneurs and emerging marketers with actionable insights to build or rejuvenate their brand’s relationships, thrust brands into prominence, and foster unparalleled consumer loyalty. Among the notable topics covered in **Moving Your Brand Out of the Friend Zone**, you’ll learn about:

- **The Friend Zone and why it’s not where you want to be**
- **The Power of “Thinking Human”**
- **Brand Positioning and the Art of Sacrifice**
- **Human Truths, Brand Truths and Where They Collide**
- **Why Innovation Starts with “IN”**
- **The Currency of Trust**
- **The “Backstage Door” to being front and center**



Doug Zarkin is a sought-after voice in the global landscape, renowned for delivering powerful keynotes, workshops, and seminars that inspire and drive results. In the rapidly evolving world of marketing, retail, and branding, if you are seeking the wisdom of a proven expert voice you’ll want to read **Moving Your Brand Out Of The Friend Zone**.

Discover more: <https://www.dougzarkin.com/>

*For interviews or speaking opportunities please contact Amy Prenner
amy@theprennergroupp.com*

