**10 Interview Questions for Doug Zarkin:**

**\*What is the “Big Picture” idea of “*Moving Your Brand Out of the Friend Zone: A Modern-Day Guide to Strengthening Your Brand’s Value Equation*”?**

**\*What exactly IS the Brand Value Equation?**

**\*What are the big themes of the book?**

**\*What 3-4 critical concepts can readers take from the book to immediately benefit their marketing efforts and businesses?**

**\*What’s an attention-getting statement or big thought on your subject matter that would make readers take notice of the importance of what you’re talking about?**

**\*What is the key to** **cultivating brand loyalty, Not Mere FRIENDSHIP?**

**\*You talk about the Power of “Small Moments”…how can the little things make a difference in branding?**

**\*Tell me more about the importance of authenticity and why it’s a powerful asset in any companies branding efforts**

**\*You have a chapter on “Thinking Human”…how does that relate to the branding effort?**

**\*We’ve all heard the expression “thinking outside the box”. You talk about thinking “Inside the Box” when studying competitors. Can you elaborate? And what is a CHALLENGER BRAND?**