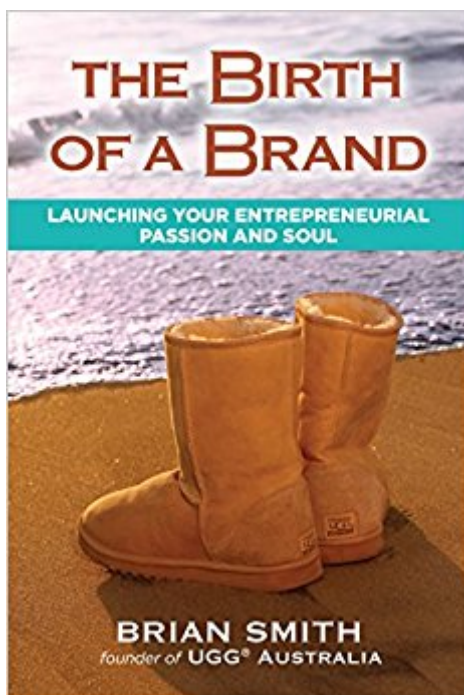


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# The Birth Of A Brand



## Synopsis

Brian Smith's story as the founder of the world-renowned UGG Australia brand is a hero's journey and roadmap to success with stories of achievements, failures, lucky breaks, and near disasters. Brian's guiding principle: You can't give birth to adults. Every company is conceived as an idea and birthed into reality, and the baby business grows through its infancy, toddler years, early youth, and tumultuous teens, to eventually arrive at maturity. For those who have yet to set their dreams into action or those who are already on the rocky road to success, this book is a candid, colorful, outrageous, enlightening adventure in product development, world-wide brand recognition, and star-struck fame and fortune. A mentor and advocate to business leaders and entrepreneurs, Brian Smith shows how you can find your passion and follow it to a rewarding, happy, fulfilling life. Written with time-worn truisms and business acumen, Brian's amazing story proves that you can stick to your guns, authenticity, and spirituality and still grow a wildly successful career and company.

## Book Information

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## Customer Reviews

"Entrepreneurs need this book. Yes, even if they're hyper successful already. Why? Because Brian Smith is one of them, he feels the fears and frustrations they feel, he has faced the tough decisions they will face. He's dreamed the huge dreams and been through the painful periods just like them. And...he won! UGG® has become not just a brand but also a cultural phenomenon. He's not done yet but he sure has figured out how to do it. Learn from him, you'll like having him as your new business friend, or make that 'Mate.'" --Jim Cathcart, Sales & Marketing Hall of Fame, Author

"Relationship Selling" Put simply, this grippingly powerful book is required reading for all entrepreneurs, especially those struggling in the infancy stage of business where most people tend to give up. Brian is a true trailblazer in the world of entrepreneurship he copied no one, learned as he went, and triumphed over great adversity. The Birth of a Brand is a tried-and-true, must-read roadmap for growing a thriving enterprise and Brian's description of the seven stages of the business lifecycle will forever illuminate the way you think about your business. --Ivan Misner, Ph.D., NY Times Bestselling Author and Founder of BNI® "A captivating and compelling read! This book shares the story of the grit and determination that it takes to build a massively successful business! Brian Smith teaches lessons that not only help you to grow your business, but also to grow yourself. Read it and re-read it -- I highly recommend this book!" --Dr. Willie Jolley - Best Selling Author, "A Setback Is A Setup For A Comeback and An Attitude of Excellence!" CSP, CPAE (Member-Speaker Hall of Fame)

Brian Smith was born in Australia, where he developed his love of surfing. A chartered accountant, he studied at the UCLA Graduate School of Management, and with \$500 of start-up money, he founded UGG Imports to bring sheepskin footwear to America. A passionate innovator and entrepreneur, Brian is one of the most sought after business leaders in the country today. As a media guest and inspiring speaker, he is committed to teaching his breakthrough business strategies to entrepreneurs and translating personal vision and spirituality into company culture.

Australian surfer, Brian Smith, had a job as an accountant and a life that left him feeling empty and uninspired. When he was surfing, he was at one with the universe, but life on land was only becoming more of an uphill struggle. As in Pink Floyd's song "Time" he realized, at age twenty-eight that he had "missed the starting gun." As if comfortably waiting for the perfect wave in the wrong spot, unaware that it would never come. He desired a life that inspired him, and he realized his best bet would be to open himself up to the powers that be and let his intuition guide him. Almost immediately inspiration struck, and with it an undeniable understanding of his true calling. Brian quit his job, got on a plane and headed half way around the world. This leap of faith, into the unknown, was the beginning of an adventure that forever would remain more valuable than the multi-million dollar company, named UGG, he would soon create. This book chronicles seventeen years of Brian's financial, intellectual and spiritual insights. He tells the tale of how his success was built, not from the numbers of his bank account, but rather from an

indestructible optimism, and his ability to continually put one foot in front of the other.

Brian's life is proof of what CAN happen when you learn to go with your gut and trust yourself, instead of going for what is safe. The Birth of A Brand is a book that every entrepreneur will enjoy reading. If you have been looking for a book with substance, this is it. It does not matter if you own a business, or would like to one day. This book covers everything you could ever want to know

Just finished reading The Birth of a Brand within hours of it arriving at my door. Hard to believe a book about business could be such a page turner but Brian Smith's long and challenging struggles to develop the UGG brand is full of life's lessons. I am one of the rugby players Brian coached at San Diego State University in the early 80's as UGG was in its infant stages. I still remember going to his house in Pacific Beach with several other players and Brian showing us the sheepskin boots from one of the hundreds of boxes that had overtaken his house. We all had a good laugh when we left saying no one in sunny San Diego would buy them..... Over the years I remained friends with Brian as he used his charismatic personality, optimism and tenacity to develop the UGG Brand into a household name. This is a great read, not just for business people who want to learn from Brian's trials and tribulations but for anyone who has ever put on a pair of UGG Boots (without socks).

This book is an entrepreneurship roller-coaster! We get to travel along with Brian on his incredible entrepreneurial adventures. I love that the book includes his overall entrepreneurship story building Ugg and also lessons along the way that can help any entrepreneur. In fact, the lessons apply to anyone, including:

- \* Being a great person with strong values who wants to do the right thing\*
- Building a great product and brand while also pairing those with strong personal customer service\*
- Learning to overcome many types of challenges to reach goals.

As an entrepreneur myself (my friends and I built eBay's leading competitor and that company was acquired by eBay as their first acquisition -- and then I started a digital health company named SparkPeople to help people reach their goals), I could definitely relate to the stressful situations Brian encountered and then conquered to reach goals. Highly recommended!

I LOVED this book! I loved that it was written as a parable rather than strictly a "business advice" book. Don't get me wrong, the book does have great business advice but it's also just a fun read. A few highlights...- Brian started UGG totally broke, just like any small business- You'll learn a lot about branding, customer service, sales and marketing- He had major cash flow issues that I think any business owner can relate to. He gave me hope that we can push through tough times.- Learn

about financing the growth of a business and finding investors

Excellent read! With the amount of hard work and sacrifice, Brian was destined to succeed despite the many obstacles he faced day in and day out. A true entrepreneur in every sense of the word. This is a great book and very inspirational. Whether you are an entrepreneur, business owner, sales and marketing professional this book applies to you! In all honesty, this book and Brian's story pertain to anyone with an urge to succeed regardless the industry. Thank you, Brian. A true inspiration.

I love this book and I highly recommend it to entrepreneurs! Brian Smith's story is compelling and inspirational. It is as if he is reaching back and giving a hand up to those who are struggling in the day to day, ups and downs. Not only was this book a great read, but the images and lessons stay with you, so that you can tap into them over and over to lift you up when you feel like you've hit a wall. Thanks Brian Smith for sharing your story!

Very insightful book - I sell sheepskin footwear and am living in the shadow of the UGG brand - but where there was a slight distaste, there is now respect. Brian worked his butt off and opened a category that others can create a business in - I have to thank him for that. Well written and I'd have to say well done on all the hard work and the high class values.

As an entrepreneur this book spoke to me on a business and a personal level. Brian made me feel like success truly is possible for everyone with the right attitude and the willingness to work hard and be adaptable to my circumstance. It was a great read.

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