

Secrets to Harry Potter Brand Success Revealed in *Harry Potter: The Story of a Global Business Phenomenon*

How did a children's fantasy book series become one of the most popular brands in the world? In *Harry Potter: The Story of a Global Business Phenomenon*, author Susan Gunelius analyzes the strategic path to success of the Harry Potter brand. By outlining the strategies and tactics behind the Harry Potter brand and comparing those steps to other brands within and beyond the literary industry, Gunelius maps a business plan for successors and answers the question of whether another Harry Potter can be manufactured in the future.

In this fascinating book, Susan Gunelius uncovers and explains a variety of success factors, including:

- The five main components to the global success of the Harry Potter brand and the various marketing strategies and tactics employed to support the brand.
- The role of the Internet and social networking in the creation of Harry Potter first as a cult brand and later as a business phenomenon.
- The series of events and marketing tactics that played a part in the success of Harry Potter from its humble beginnings to the success it is today.
- The success of Harry Potter compared to other brands within and beyond the literary industry.
- The impacts of the Harry Potter brand and the changes the success of the brand brought to various industries, including publishing, retail and more.
- The route to duplicating the success of Harry Potter both within and beyond the literary industry.

Susan Gunelius is a marketing and branding expert with nearly 20-years experience managing and executing marketing programs. The first half of her career was spent with some of the largest companies in the world, including divisions of AT&T and HSBC. More recently, Susan started her own company offering freelance writing, blogging and copywriting services as well as marketing and branding consultation (www.SusanGunelius.com). Her first three business nonfiction books will be released by February 2009. Susan is available for interviews and can be contacted via email at susan.gunelius@gmail.com.

Harry Potter: The Story of a Global Business Phenomenon is available through most booksellers, including Amazon.com, Barnes & Noble and Borders at a cover price of \$35.00.

Palgrave Macmillan Contact: Alaina Kunin, Publicist: 646-307-5659; alaina.kunin@palgrave-usa.com