

BRAND: IT AIN'T THE LOGO (IT'S WHAT PEOPLE THINK OF YOU)

IAN BURCHETT AND DANIELLE THIBAUT

After 37 years in the marketing business, Ted Matthews certainly has some persuasive arguments for those of us who are responsible for communications and, in particular, for promoting the department's agenda in Canada and abroad. As we explore innovative ways to tackle the ongoing challenges of enhancing a stronger appreciation of DFAIT's mandate and operations—including Canada's foreign affairs and international trade priorities and consular and passport operations—Matthews provides some colourful anecdotes about different brands and the importance of consistent messaging in *Brand: It Ain't the Logo*.

Given our own Transformation Agenda and our effort to focus on DFAIT's core business, service delivery, and realignment of corporate activities, this lively read

provides a clever perspective on some long-standing debates that many of us have had, such as: What is a brand, and how could we at DFAIT make a stronger contribution toward promoting our department's own brand? Using some unique examples, the author reminds us that "a strong, clearly communicated brand helps employees (and potential employees) to better understand an organization..."

Interestingly, as colleagues here have experienced through our recent corporate alignment and strategic review exercises, the writer reiterates the idea that a properly understood brand has the potential to be the organizing principle for everything you do and, thus, becomes the true personality of the organization.

Many of us as public servants have debated the merits of, and intent

behind, branding government and the work of departments, as compared to the approach used by various companies in the private sector. So, as we explore how best to implement our Transformation Agenda and reap the rewards of a stronger DFAIT brand, perhaps we can benefit from some practical suggestions from the author about brand discipline and tactics for focusing our resources on what really matters to our mandate.

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Brand: It Ain't the Logo (It's What People Think of You).
By Ted Matthews. Instinct Brand Equity Coaches Inc; 184 pages.

FIVE RECENT MUST READS

1. *From Communists to Foreign Capitalists: The Social Foundations of Foreign Direct Investment in Postsocialist Europe* by Nina Bandelj (MAIN HG 5430.7 .A3B36 2008)

This study demonstrates how investors and hosts rely on social networks, institutions, politics, and cultural understandings to make decisions about investment in the post-socialist environment of Central and Eastern Europe.

2. *Les États-Unis et le monde aujourd'hui (2008) (The United States and the world today 2008)* edited by Daniel van Eeuwen and Isabelle Vagnoux (MAIN E 895 .E83 2008)

This collective work relates the United States to the rest of the world by analyzing the U.S. influence on certain significant global events.

3. *Riding the Indian Tiger: Understanding India—the World's Fastest Growing Market* by William Nobrega and Ashish Sinha (MAIN HC 435.3 .N67 2008)

This work provides invaluable investor insight about India's markets and is an excellent guide to "the world's

fastest growing market."

4. *Policymaking in Latin America: How Politics Shapes Policies* edited by Ernesto Stein, Mariano Tommasi, Pablo T. Spiller and Carlos Scartascini (MAIN JL 959.5 .D45P84 2008)

This book explores the political scope of the public policy-making process and its outcomes through comparative analyses of political institutions in eight Latin American countries.

5. *The Impacts of 9/11 on Canada-U.S. Trade* by Steven Globerman and Paul Storer (MAIN HF 3228 .U3G56 2008)

The authors present statistical findings and analyses from a study they conducted on the state of bilateral trade flows between Canada and the United States in relation to the implementation of restraining border security policies after 9/11.

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