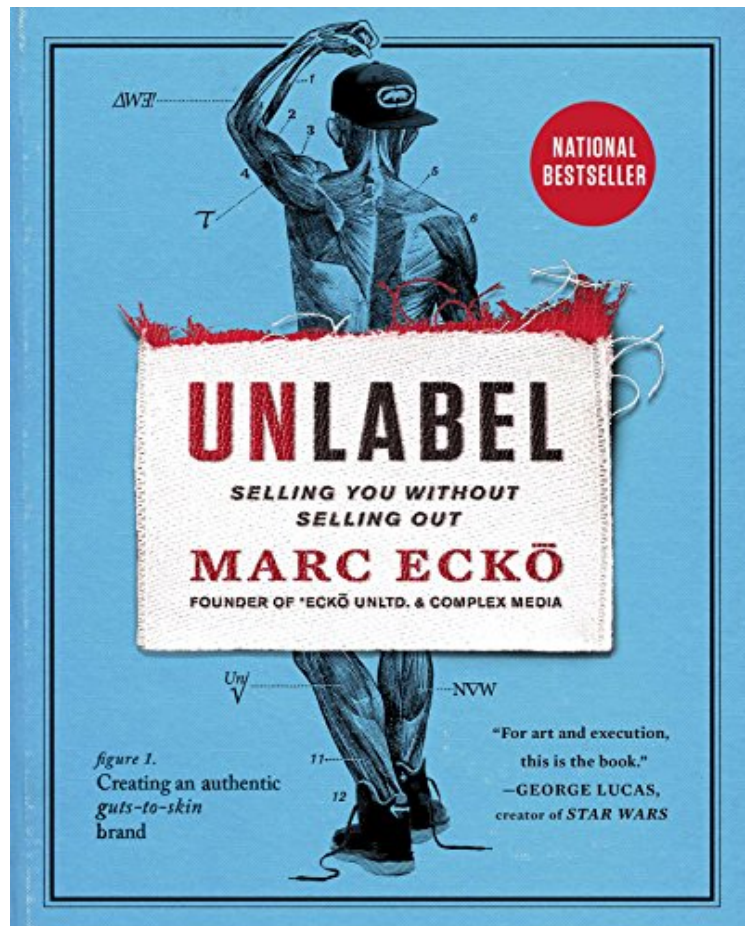


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## Unlabel: Selling You Without Selling Out

Marc Ecko

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**Marc Ecko : Unlabel: Selling You Without Selling Out** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Unlabel: Selling You Without Selling Out:

0 of 0 people found the following review helpful. Marc ecko shows you his guts in this book By Good Nomad I never really wore Ecko stuff growing up. I actually never knew who Marc Ecko really was until I read this book. This book was an entertaining look into what it took to get to where he is today. I appreciated how he also gave a fair share of the text to the failures he experienced throughout his career. After reading this book I gotta give the man some respect for building the brand. If you are thinking of starting your own clothing brand or are about to start working in the fashion industry I recommend you read this play book as a prerequisite to know what it takes to make it to the top. 0 of 0 people found the following review helpful. Required reading... By Star Evolution This is required reading for anyone looking not only start a business to have deeper understanding of what moves them. Ecko is honest and open about both his business success and failures and it's really refreshing and inspirational. I've read a ton of business and philosophy books and this is by far one the best books I have read on both topics. Honestly it's one the best books I have ever read. This should mandatory reading in high school and or college course. I'll be sure to have my teenage

some read it and have discussions with him along the way as he progresses through the book. What a great book!! Thanks Marc!! 1 of 1 people found the following review helpful. gritty personal and real perspective on REALities of the business world By Andrew Ostrander Love the very real and unsterilized perspective that Mark describes. Few wish to be this transparent with the failures and flaws that make us really grow and instead provide the prettier more plastic version of their story, making even their lessons appear "clean". Mark shares some of the traps he fell into in his own head (whether fueled by ego, naivete; or just plain stubbornness ) as he approached each challenge and I think that many will relate to whether your a clerk, manager or business owner. In some ways this approach can be more valuable than all the biz school knowledge as our ability to execute and achieve is ultimately a product of how we manage ego, naivete; and stubbornness. Road meets the pavement here.

From one of the most provocative entrepreneurs of our time, Marc Ecko reveals his formula for building an authentic brand or business in a compelling how-to guide that's perfect to educate the next generation of dreamers (Kirkus Reviews). As instructive as it is innovative, Unlabel empowers you to channel your creativity, find the courage to defy convention, and summon the confidence to act and compete in any environment. This visual blueprint teaches you how to grow both creatively and commercially by testing your personal brand against the principles of the Authenticity Formula. Marc Ecko shares the bruising mistakes and remarkable triumphs that reveal the truth behind his success, growing from a misfit kid airbrushing T-shirts in his parents' garage to the bold creator of two hugely successful branded platforms—Ecko Unltd. and Complex Media. As Ecko explains, it's not enough to simply merge your inner artist with business savvy, you must understand the anatomy of a brand, starting with its authentic spine. With Unlabel, you will discover your own voice by overcoming fear, take action and deliver on your promises, understand why failure is essential, learn how your product or service makes people feel, and recognize if your nostalgia for the past is hampering your ability to envision your future. Unlabel provides a bold and honest approach to building an authentic personal brand, and a roadmap for growing a bootstrap start-up into a sustainable business.

.com Author Note from Marc Ecko I am a brand, but I am not a label. My brand is Marc Eck. You too are a brand. Whether you know it or not. Whether you like it or not. A brand is not skin-deep. Labels are skin-deep, but a brand—a true, authentic brand—is made of blood and bones, muscle and organs. A brand has a heartbeat. Unlabel explores the anatomy of a brand. And it uses the Authenticity Formula (1) to explain the cross sections of that anatomy. My brand started in my parents' garage in Lakewood, New Jersey, where I spray-painted T-shirts and sold them for \$10 a pop. By understanding how to harness my fear (2) and separating perception from reality (3), I grew that brand to the tune of a billion-dollar retail business. I've built skate brands, hip-hop brands, magazine and video game brands. I've built brands that people literally tattoo on their bodies, which is branding in the truest sense. But the most important brand that I built was me, the personal brand that's from my guts to the skin (4). My philosophy is simple: unlabel. Not "un" as in the nihilist or negative sense of the prefix, but in the "refuser" sense of the meaning. Refuse to be labeled. Fight their labels. Ignore their labels. Peel off their labels. Unlabel—and create your brand. This takes work. In the same way that you do push-ups to exercise your body, you need to challenge yourself to shake free of the herd, find your own unique voice, and create your personal authentic brand. Find your swoosh, your Apple, your Rhino. (1)