

Why is branding useful?

Speaker: The phrase in the slide is by a person who has been working at Harvard. She has researched and worked extensively on brands and how they are useful for the Not-for-Profit sector. I find the use of the term 'shortcut' fairly interesting. What would you typically use the word 'shortcut'?

- Anything to save time. In this particular case it would be, among other things, this would be an easier way to make a decision.
- People already have experience in the field and if it is good experience then we can rely on their experience and we need not bother about making the decision ourselves.
- It could refer to a commonly used, tried & tested method.

Speaker: So most of us agree that branding is a short-cut for decision making. What the author was talking about is how it helps you with decision-making. The short-cut is a quick decision making process that happens in your head. Sometimes you are not even conscious that the thought has come through in your head. You have not given it about 15 or 20 minutes of thought. You had about 1 minute to put down your idea.