

Big Little Legends

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Synopsis

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Without magic, it's just marketing. Ever wonder why among 35,000 masterworks in the Louvre, just one comparatively unremarkable 30-by-21-inch painting is perpetually surrounded by tourists, all jostling to take a selfie and share their experience? In *Big Little Legends*, you'll discover timeless secrets such as the *Mona Lisa* effect - an invisible force that flips the dynamics for certain brands, attracting the customer to them. Magically, they become irresistible. But here's the secret: It's not magic. In a wild, rollicking journey through brands in many sectors, brand strategist and history maven Gair Maxwell explores real-life stories of otherwise ordinary, everyday leaders who accomplished extraordinary results - and reveals how they did it. You'll learn how successful brands focus their marketing efforts on creating an organic pull instead of a manufactured push, ditching the frustration of pitching and advertising and ensconcing their brands as a "Category of One" for decades to come. You'll learn how to become a word-of-mouth juggernaut and make people become willing accomplices in marketing your brand. From a "huggable" car dealership on Canada's east coast to slap-happy fishmongers in Seattle, an Ontario burger stand to a Vegas pawn shop and more, *Big Little Legends* is jam-packed with reasons why every brand should discover, tell, and believe in their own story.

Reader's comments

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