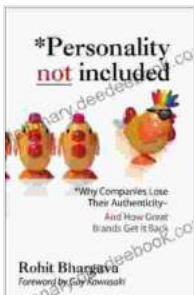


# Why Companies Lose Their Authenticity and How Great Brands Get It Back

Authenticity is key for any brand that wants to build a lasting relationship with its customers. But in an age of social media and constant communication, it can be difficult to stay true to your roots.



## Personality Not Included: Why Companies Lose Their Authenticity And How Great Brands Get it Back,

Foreword by Guy Kawasaki by Rohit Bhargava

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In this article, we'll explore why companies lose their authenticity and how great brands get it back.

## Why Companies Lose Their Authenticity

There are many reasons why companies lose their authenticity. Some of the most common include:

- **They become too focused on profits.** When a company's main goal is to make money, it can easily lose sight of its values and mission.

This can lead to inauthentic marketing campaigns, products, and services.

- **They try to be something they're not.** When a company tries to appeal to everyone, it can end up losing its identity. This can lead to a lack of focus and a confusing brand message.
- **They don't listen to their customers.** When a company doesn't listen to its customers, it can't understand their needs and wants. This can lead to products and services that are out of touch with the market.
- **They don't stand up for what they believe in.** When a company is afraid to take a stand, it can come across as disingenuous. This can lead to customers losing trust in the brand.

## How Great Brands Get Their Authenticity Back

Great brands understand the importance of authenticity. They know that it's essential for building a lasting relationship with their customers. That's why they take steps to ensure that they stay true to their roots.

Here are some of the things that great brands do to get their authenticity back:

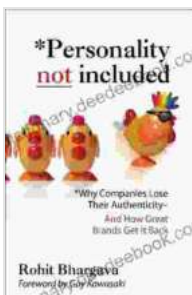
- **They focus on their values.** Great brands know what they stand for. They have a clear set of values that guide their every decision. This helps them to stay true to their mission and to avoid getting sidetracked by short-term profits.
- **They are transparent.** Great brands are transparent with their customers. They share their story, their values, and their goals. This

helps to build trust and to create a connection between the brand and its customers.

- **They listen to their customers.** Great brands listen to their customers. They want to understand their needs and wants. This helps them to develop products and services that are relevant and meaningful.
- **They stand up for what they believe in.** Great brands are not afraid to take a stand. They stand up for what they believe in, even if it's not popular. This helps to build trust and to create a loyal following.

Authenticity is essential for any brand that wants to build a lasting relationship with its customers. But in an age of social media and constant communication, it can be difficult to stay true to your roots.

By following the tips in this article, you can help your brand to get its authenticity back. This will help you to build trust, create a loyal following, and achieve long-term success.



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