



# **Ikonica: A Field Guide to Canada's Brandscape**

*Jeanette Hanna, Alan Middleton*

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From Roots to Rogers, Tim Hortons to Cirque du Soleil, *Ikonica* is a witty, thoughtful tour of the prime movers, triumphs, and flops of Canada's complex "brandscape." The first book to explore the country's rich and unique brand heritage as well as emerging trends, *Ikonica* draws on authors Jeannette Hanna's and Alan Middleton's years of experience as brand strategists. They profile global players like Four Seasons Hotels, domestic upstarts like WestJet, and everything in between. The book includes interviews with major business and cultural figures such as Paul House (Tim Hortons), Robert Milton (Air Canada), Fred Schaeffer (McCain), and William Thorsell (Royal Ontario Museum). The authors also offer a provocative analysis of what it takes for Canadian brands to "punch above their weight" in the economic minefield that is today's global marketplace. Pop packaging and 150 vibrant illustrations make *Ikonica* as appealing to students of culture as to businesspeople, marketers, and corporate history buffs.

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