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Accidental Branding | Lead on Purpose

David is the author of Accidental Branding: How Ordinary People Build Extraordinary Brands (Wiley, 2008) and two

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novels. He is credited as the inspiration for the Soon to Be Famous Illinois Author Project, which won the 2015 John Cotton Dana Library Public Relations Award.

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David writes the Brand Truth column online for Forbes, which has been read by over 1 million people. David is the author of Accidental Branding: How Ordinary People Build Extraordinary Brands (Wiley, 2008) and two novels. He is credited as the inspiration for the Soon to Be Famous Illinois Author Contest which won the 2015 John Cotton Dana Library Award for Public Relations.

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