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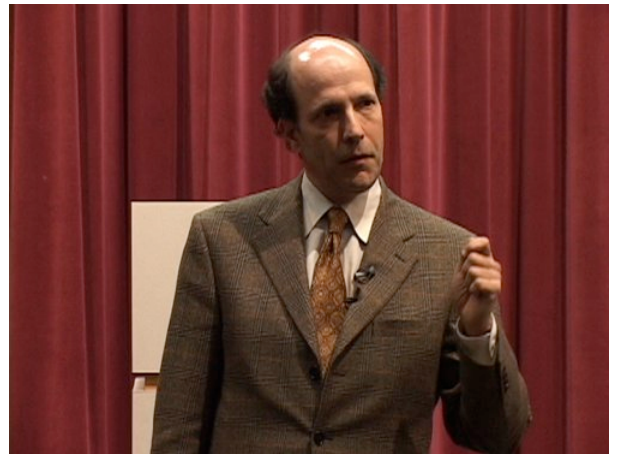
Focus on Building a Brand

John Roos, *Wilson Sonsini Goodrich & Rosati*

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Video URL: <http://ecorner.stanford.edu/videos/1458/Focus-on-Building-a-Brand>

Roos says that no matter what kind of industry you get into or the company you start, you should focus on building a brand because that is likely to pay off big time.



Transcript

But one thing I also think you can learn from what the founders of our firm decided to focus on a long time ago, the law is the law, it's got its positives and its negatives, but the law or a law firm like anything else sells a product and whether you start a high tech company, a biotech company, Proctor and Gamble or Wilson Sonsini, the name of the game in business and this has been hammered into me since I started at the firm is brand. In any kind of business, you are building a brand and to the extent that you can build a strong brand, it is likely to pay off big time for you. I mean look at the Google brand right now, the Apple brand right now, and what we have done at Wilson Sonsini is we decided that we wanted to build the best brand in the world and the representation of technology, life science and emerging growth companies.