

Go Luck Yourself

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2026-07

Synopsis

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inLanguage	english

Luck is a four-letter-word in business circles. But the truth is that fortune plays a part in every success story - and every failure.

In *Go Luck Yourself*, one of the world's leading brand strategists explains how a hunting trip led to the invention of VELCRO®. How a little mermaid inspired a famous campaign for Amazon. How a stolen rabbit spurred on Walt Disney. And more importantly, how you can stack the odds in your brand's favour.

Andy Nairn draws on everything from architecture to zoology, as well as almost 30 years working with some of the most successful companies on the planet, to provide a series of thought-provoking strategies that will help anyone responsible for building a brand.

He'll show you how to uncover your organisation's hidden treasures. How to spot opportunities in unexpected places. How to turn misfortune into good fortune. And how to practise being lucky, every day.

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