

"Every chapter is insightful and inspirational.  
I quote from it often."  
—Michael Traub, CEO Stihl AG

WARREN KORNBLOM

# NOTES

FROM THE

# BRAND STAND

Thoughts on Emotional Branding from Someone  
Who Has Fought for Consumer Attention and Won

## Shadow Group Publishing

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**Publication Date:** Feb 11, 2026

### Prices:

Trade Paperback: \$18.95

eBook: \$8.95

**Binding:** Softcover and Hardcover

**Number of Pages:** 188

### ISBNs:

Trade Paperback:

979-8-9934262-0-4

Hardcover:

979-8-9934262-1-1

eBook:

979-8-9934262-2-8

### Category/Audience:

**BUSINESS & ECONOMICS /**  
Consumer Behavior

*Audience:* C-Suite Executives,  
Founders, Shareholders, Board  
Members, Entrepreneurs, Students  
of Marketing and Brand Building,  
Educators, Aspiring Brand Executives.

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## Warren Kornblum

**NOTES FROM THE BRAND STAND** *Thoughts on Emotional  
Branding from Someone Who Has Fought for Consumer Attention and Won*

### Synopsis **Some Brands Capture Our Attention. The Great Ones Win Our Hearts.**

*Notes From The Brand Stand* is a heartfelt look at building emotional loyalty in a noisy, distracted world. Written in a friendly, conversational style, it shares insights and hard-won lessons from decades in boardrooms, agencies, and showrooms—reminding leaders and learners alike that great brands are built on human connection, not just clever campaigns.

Warren Kornblum introduces the idea of **Share of Heart**—the emotional measure that defines lasting brands. Drawing from stories from his career and the companies he has influenced, as well as those he admires, he demonstrates how purpose, trust, and consistency can build something much stronger than awareness: genuine belief.

*Notes from the Brand Stand* is both insightful and inspiring—a book about the beliefs behind the greatest brands and the lasting connections that make people truly care about them.

Great brands earn a place in people's hearts—and this book explains why.

### Pre-publication reviews include:

"Outstanding! A masterclass in building trust with team members and consumers."

—**Melanie Huet**, President, Home & Commercial, Newell Brands

"As I read this book, I could hear Warren's voice like the Obi-Wan Kenobi of branding: 'Luke . . . remember, branding is always personal.' Through Warren's deep insights, CEOs and CMOs will discover the heart of their brand and how to best share it with the world."

—**Greg Ahearn**, President and CEO, The Toy Association

"About time Warren wrote a branding book—he's been the master, the visionary walking the branding walk for many decades."

—**Peter Samuelson**, Philanthropist, Film Producer, and Author

### Biography of Warren Kornblum

Warren Kornblum has dedicated his life to building, guiding, and advising brands of all sizes—from global giants to family businesses and scrappy startups. His journey has taken him from founding his own advertising agency in Canada to serving as a global CMO and trusted advisor in industries such as retail, home furnishings, tourism, and consumer products.

What has shaped his career isn't just strategies or campaigns, but his belief that the most powerful brands are built on connection. Today, through his firm Shadow Branding, he continues working behind the scenes with leaders who want to create more than transactions. His mission is to help companies earn something more profound, more lasting, and far more valuable than attention alone—what he calls *Share of Heart*.

Kornblum also enjoys speaking to audiences of all ages and industries about the power of emotional connection. *Notes from the Brand Stand* is his debut book.