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Praise for The Power of Unpopular "Being popular may get you elected to public office, but if you want to be successful in business, you need to understand the power of being unpopular. Erika Napoletano clearly and cleverly lays out the path to unpopularity, a critical new paradigm for business success."

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the power of unpopular | Marketing Karma

The Power of Unpopular highlights the transformation of passion to a meaningful brand – knowing who you are and developing the reason why someone would care. Napoletano shares an explanation of why “ building a brand is a ton of work ” in an engaging mix of facts and realness.

The Power of Unpopular: Yes, It's Actually Powerful ...

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