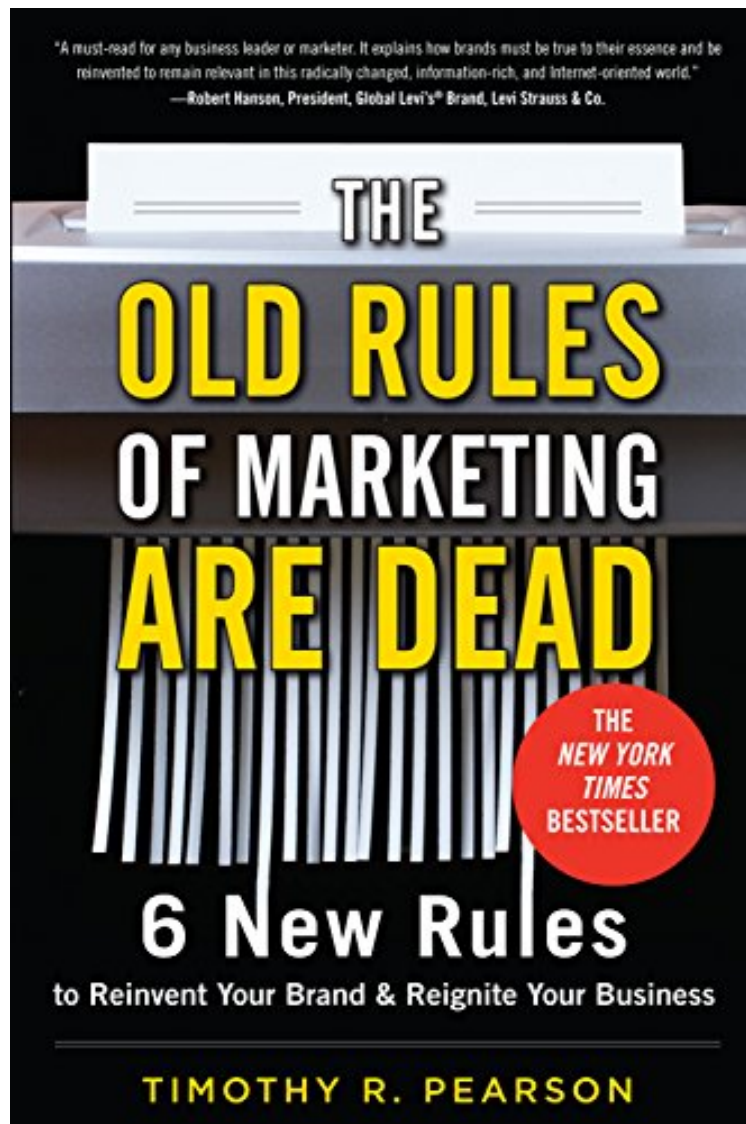


(Download pdf) The Old Rules of Marketing are Dead: 6 New Rules to Reinvent Your Brand and Reignite Your Business

The Old Rules of Marketing are Dead: 6 New Rules to Reinvent Your Brand and Reignite Your Business

Timothy R. Pearson

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Timothy R. Pearson : The Old Rules of Marketing are Dead: 6 New Rules to Reinvent Your Brand and Reignite Your Business before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Old Rules of Marketing are Dead: 6 New Rules to Reinvent Your Brand and Reignite Your Business:

63 of 65 people found the following review helpful. Reigniting Business? Here's An App For That. By BazG In an age when the unexpected can be reliably expected to occur without notice, it's imperative for companies to be prepared to

reinvent at a moment's notice. While "reinvention" may sound like an unnecessarily drastic overhaul for many brands and businesses, it may be more easily viewed as the full spectrum equivalent of hitting the digital 'refresh' key, one that companies must be prepared to strike today to keep brands relevant, responsive and competitive. That's the premise of "The Old Rules of Marketing Are Dead: Six New Rules To Reinvent Your Brand And Reignite Your Business" by Timothy R. Pearson, an insightful and respected leader in global marketing and management consulting. Every once in a while, a book comes along that dazzles readers with the writer's perspicacity and ingenious observations on current business or consumer behavior. But more often than not, such books don't fully deliver on actionable steps that businesses can take to leverage the value of these pithy insights. This isn't one of those books. "The Old Rules of Marketing Are Dead" is filled with carefully calibrated action steps that can make each of its observations, principles and rules come to life in your company. It doesn't accomplish this by dancing around the tough questions or more sweeping challenges confronting business today. What's required to achieve brand loyalty in times affected by recession, ongoing economic uncertainty, pervasive ADD, brand choice proliferation and price war conflagration? How can thought leadership invigorate an organization from top to bottom? And just how exactly does a company successfully navigate through cycles of deep recessions, seismic shocks to marketplaces and the continually morphing tastes of oftentimes irascible and increasingly demanding consumers? There's a carefully constructed roadmap to be found here, one that's convincingly balanced on the need to continually reaffirm a brand's fundamentals and the necessity of responding vigorously to evolving consumer and marketplace dynamics. Along the way, Pearson redefines some of the traditional tenets taught at every business school and contrasts management and leadership, providing reality-check questions on leadership that may prompt many business leaders to reevaluate their own management style. He examines how companies often hunker down in tough times, sticking to the familiar path rather than reassessing, rethinking and reinventing in response to altered conditions, and the price that's paid for such behavior. He re-elevates the critical role of brand essence, detailing disastrous outcomes that occur when companies act on the mistaken belief that a brand's essence is chained to its brand legacy, demonstrating that the manner in which a brand essence is expressed and brought to life is something that must be continually refreshed, rejuvenated and reinvented to ensure a brand's continued vitality. There's an ample stream of business parables and checkmate ripostes to naysayers and excuse engines, those who perpetually blame poor performance on the economy, competition or someone else's department. There are fresh-in-our-memory examples of companies that suddenly fall off the rails and flail about even further as business erodes, all because they lost sight of their core, brand essence and brand promise to consumers. There are compelling examples of how the process of reinvention can uncover hidden business opportunities, how brand marketing is inextricably linked to reputation management and how a brand's value proposition is critical to achieving differentiation and preference. And you'll find plenty of simple, riveting truisms- one being that any product or service today needs a good story, a compelling one to ensure that consumers understand it, what it does, and how it can enhance one's life, all of which leads to perceived value, brand preference and business success. For those who still consider customer service to be nothing more than a money-pit cost center, Pearson convincingly demonstrates why customer satisfaction and service today define the core of brand experience, and how consumers' brand experiences convert brand perceptions into firm realities, and in doing so, define a brand's fate. He redefines knowledge management as a resource critical to the vitality and competitiveness of a company, something much more than the most brilliant ideas and best practices of a company, but also its accumulated understanding of consumers and customers. He goes on to demonstrate how capturing and more fully leveraging a company's intellectual capital can generate a continuing stream of thought leadership, which demonstrates competency and value creation that can, in turn, lead to differentiation, preference and success. Indisputably, "The Old Rules of Marketing Are Dead" is an essential resource for marketers today. It's an even more urgently essential one for non-marketing executives (CEOs, CFOs et al), at least those who aim to make marketing a fully accountable discipline within their organizations and those who yearn for a resource that can elevate overall performance, efficiency and ability throughout an organization to successfully navigate through the turbulence and uncertainty that often define modern markets. 27 of 28 people found the following review helpful. fun to read and helpful By kh This is a book made for businesspeople. Each chapter has an executive summary in case you missed the point. But Pearson's big points are unmistakable: to market successfully know yourself and be real. In explaining how to use this insight to best advantage, he shares his experiences from the top of some of America's largest corporations, including chief marketing officer of KPMG. For example, he says if you are Walmart don't spend time advertising in Vogue. These days when big business and big business executives seem woefully out of touch with the plight the rest of us are going thru, Tim Pearson is a breath of fresh air. As much as we love Mad Men, today marketing must be honest as well as creative to succeed. This book is easy, fast and fun to read, and above all worthwhile. 2 of 2 people found the following review helpful. An excellent, fundamental look at how best to build brands By The Marketing Guy Who Drives Sales -r This is an excellent book that reviews the fundamentals of how to build solid brands in today's new, interconnected world. In the conclusion, Pearson tells us that, "Marketing must reinvent itself--return to its core--if it is to remain relevant in this radically changed, information-rich, and Internet-oriented world." And a return to the core of what marketing is is what this book is all about. The author tells us that a marketer's job is to make profitable sales, keep satisfied customers, drive

repeat purchases, and focus on offering value rather than price. These are the ways to build truly enduring brands. He notes, "Emphasizing value builds a brand. Emphasizing price builds a commodity" (p. 93). He then goes on to tell us how to build value by focusing on the core and finding the best ways to communicate the brand's essence as succinctly as possible through the most effective channels. Yes, this book is rather basic but it is, after all, a "back to basics" type book. As such, it is solid gold.~~Review by the author of the e-book, "How to Build and Manage Your Brand: In sickness and in health."

6 strategic principles for reinventing your products, your services, and your company's future The digital age has completely transformed business, and marketing has not kept up. From research frameworks and traditional concept development to planning to budgeting to distribution channels and media placement, marketing has not advanced, which may be why Chief Marketing Officers often don't get a seat at the table. In order to have a future, marketing must play a direct role in driving profitable sales and increasing revenues. The Old Rules of Marketing Are Dead offers the new rules for reinventing your brand, including: Defining the product's essence Creating metrics to ensure accountability Developing a core message Disseminating the brand Marketing needs to lead, not follow. The Old Rules of Marketing are Dead shows how to reinvent marketing and position it as a strategic business partner for any organization. Table of Contents Rule 1: The Core is Everything; Rule 2: You Have Nothing Without the Foundation; Rule 3: There are Many Choices But Only One Customer; Rule 4: Do the Right Things for the Right Reasons; Rule 5: Infrastructure is More Than Just Pipes; Rule 6: Lead and Others Will Follow

About the Author Timothy R. Pearson was president and CEO of Zyman Group, a leading international management consulting firm serving the Global 1,000. He has also served as Vice Chair, Global Managing Partner, Marketing and Communications (and first Chief Marketing Officer) for KPMG, the global Big 4 accounting, tax, and consulting firm; and has been president of several advertising agencies. He has served on the Advisory Board of the Nobel Peace Center, Oslo, Norway, and on the Harvard Business School's Dean's Research Society. Pearson has received numerous honors in the marketing arena, including but not limited to Advertising Age's Best, The Wall Street Journal's Best, and multiple Belding, Cable, Clio, Echo, Golden Phone, Lulu, Proto, PRSA, and Sunny awards.