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Experience the Message

Max Lenderman

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Max Lenderman : Experience the Message before purchasing it in order to gauge whether or not it would be worth my time, and all praised Experience the Message:

0 of 0 people found the following review helpful. Not completely up to date, but good principles. By Tim grootA bit outdated and it could have used more theory from Lusch Vargo in SD-Logic and newer case studies such as GoPro, Red Bull, Heineken, and Lego. That have truly taken experience marketing to the next level compared to Jeep etc. 0 of 0 people found the following review helpful. Great Book! By Andrew J. Bronson If you are interested in experiential marketing this is a must read! The book didn't bore me and I learned quite a bit from it. 2 of 2 people found the following review helpful. A Good Read By Renee Arrington Max Lenderman does a good job of illustrating the sea

change that is taking in the advertising world. His knowledge of the principles of The Experience Economy are sound and he uses them effectively to make his case.

Consumers are exposed to roughly four thousand marketing messages a day; are no longer willing to be part of a passive consumer base, subject to conventional advertising and marketing. Rather, they are joining a growing tribe of brand atheists who don't want to be targeted by impersonal messages. They want dialogue, which marketers give to them through experiences with brands that are personally relevant, memorable, and meaningful. This is the context for Max Lenderman's experiential marketing (XM) revolution. Lenderman explains who the new cutting-edge marketers are, how they think and operate, and why they matter in today's shifting brand world. He reveals how companies can interact with consumers in meaningful ways and what consumers should expect from companies that want their attention and loyalty. Max has led successful experiential campaigns for Fortune 500 companies and smaller businesses. Here, he unveils groundbreaking case studies and discusses the latest trends in experiential marketing—buzz, sub-viral marketing, roach marketing, text marketing, flash mobs, pop-up retail, advergames, retailtainment, and causal marketing. Experience the Message gives its readers—consumers and marketers the essential knowledge they need to charge to the front of the global marketing movement.

From Publishers Weekly In the past, advertising's goal was to place its product in front of as many consumers as possible. Lenderman's uneven book presents the new paradigm: experiential marketing (XM), a corporate form of viral marketing that connects the consumer and product in unique one-on-one situations that engage them with the brand in positive—and what the author terms "authentic"—ways. Through eight chapters that expound on Lenderman's (and others') 2004 IXMA Manifesto (International Experiential Marketing Association), the Creative Director of GMR Marketing provides scores of examples of XM's revolutionary approaches to marketing, many of which are employed by big name companies from Procter and Gamble to Disney to leading car companies. Instead of the car company logo hanging over the concert stage, how about having new models outside where consumers can get in and breathe in that new car smell? While the book's train of argument wanders as it goes from one campaign to the next, the XM approach is fervently presented as the absolute antidote for dispassionate consumers. Companies looking for new and sophisticated ways to grow and connect their brand with consumers will find this book helpful, as several of its ideas can be adapted and implemented with little capital outlay. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "Besides being a substantive contribution to marketing literature, Experience the Message is a damn good read." —Ageless Marketing "At times riveting, always opinionated." —Georgia Straight "Max Lenderman's new book will prove to be seminal in our understanding of how the world of marketing is radically changing and how to successfully make that transition. Experience the Message is a must read for thoughtful marketing executives." —Karl Moore, columnist for Marketing Magazine "With all of the changes occurring in the advertising/marketing world today, we need some new guides and Max is one of them! A book you should have in your library if you're serious about navigating the new marketing world." —David Polinchock, Brand Experience Lab "To be brief, Max is one of the sharpest minds operating in experiential mediums today. Clearly, the sky is the limit for Max. He is someone to watch closely." —Erik Hauser, CD/Founder Swivel Media About the Author Max Lenderman has led successful experiential campaigns for numerous Fortune 500 companies. He is a founding member of the International Experiential Marketing Association. He lives in Chicago.