

Living Brands: Collaboration + Innovation = Customer Fascination

Raymond Nadeau

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0 of 0 people found the following review helpful. A+++++By AntoinetteFast Shipping + Good Product = Seller Rating A+++++If you're interested in innovative, and ethical marketing and branding then this book has it all... and more!!!0 of 0 people found the following review helpful. crucial informationBy A. Meerraymond writes from years of experience working with some of the biggest names in the beauty business. anyone who works in advertising should have this book.1 of 1 people found the following review helpful. "Living Brands" - Live and Let LiveBy Berenice

RingGreat Book!The author has a great understanding of the need for the Brands of the new millenium to be alive, to morph according to new trends. This way they will evolve and may never die. He presents interesting cases and interviews executives from Trendspotting agencies.What the author misses is a more complete approach to Branding: he doesn't develop the holistic concept of it.

A Brand-New Approach to Brand-Building.For Consumers. For Companies. For Life. If you want to build and strengthen your brand in the twenty-first century, you need more than clever grassroots promotions and hip guerrilla marketing. You need Living Brands, Raymond Nadeau's dynamic, groundbreaking approach to branding that shows you, in six simple steps, how to become an integral part of your consumers' lives.Living Brands is based on a passion for understanding consumers' lives and their existing needs. It uses the latest strategies of consumer collaboration to create a more culturally evolved, emotionally engaged, holistic connection to consumers. As one of the marketing industry's global pioneers, Raymond Nadeau has seen how the marketing world has changed. He provides examples of what works and what doesn't in today's consumer-savvy market. Packed with interviews from today's finest creative and cultural minds, he reveals six secrets to creating brands that truly fascinate and fulfill consumers' needs. You'll learn about Five Top Global Trend Agencies, which come together for the first time to provide insight into customer collaborationCulture Casting, a new model of consumer segmentationConsumer as Creator, a new concept of brand-building based on actual lifestyles, as well as creating what Nadeau calls brand biospheresMegatrends, the four must-have ingredients for living brandsThe Focus Group Hoax, the difference between what consumers say and what they really meanLiving Brands gives you all the tools you need to adapt your brand to an ever-changing world of consumers, options, and interests. It's the intelligent way to respond to consumers' realities-and the only true way to build stellar brands that will stand the test of time.

A new approach to branding for the 21st century.Nadeau, advertising and branding pioneer extraordinaire, starts with a simple and reasonable premise: The job of advertisers should not be to invent consumer needs, but to fill existing desires. The advent of technology, he argues, has created an empowered consumer that has more say than ever in how brands are created and evolve. Drawing from his own set of diverse experiences in the business, as well as those of his eclectic and creative industry friends, he reveals the six "secrets" of connecting with consumers and establishing your brand as a personal part of their lives and identities. Through interviews, case studies and a keen observation of cultural trends and human psychology, Nadeau shows the reader what works in advertising and marketing, what doesn't, and why. What differentiates this book from other "advertising guru" books on the market is both Nadeau's incredible pop-culture savvy, and his thoughtful, intellectual and ethical treatment of his subject.A smart, fun and inspirational read that will change the way you look at marketing.--"Kirkus s"A new approach to branding for the 21st century. Nadeau, advertising and branding pioneer extraordinaire, starts with a simple and reasonable premise: The job of advertisers should not be to invent consumer needs, but to fill existing desires. The advent of technology, he argues, has created an empowered consumer that has more say than ever in how brands are created and evolve. Drawing from his own set of diverse experiences in the business, as well as those of his eclectic and creative industry friends, he reveals the six "secrets" of connecting with consumers and establishing your brand as a personal part of their lives and identities. Through interviews, case studies and a keen observation of cultural trends and human psychology, Nadeau shows the reader what works in advertising and marketing, what doesn't, and why. What differentiates this book from other "advertising guru" books on the market is both Nadeau's incredible pop-culture savvy, and his thoughtful, intellectual and ethical treatment of his subject. A smart, fun and inspirational read that will change the way you look at marketing.--"Kirkus s"A new approach to branding for the 21st century.. . Nadeau, advertising and branding pioneer extraordinaire, starts with a simple and reasonable premise: The job of advertisers should not be to invent consumer needs, but to fill existing desires. The advent of technology, he argues, has created an empowered consumer that has more say than ever in how brands are created and evolve. Drawing from his own set of diverse experiences in the business, as well as those of his eclectic and creative industry friends, he reveals the six "secrets" of connecting with consumers and establishing your brand as a personal part of their lives and identities. Through interviews, case studies and a keen observation of cultural trends and human psychology, Nadeau shows the reader what works in advertising and marketing, what doesn't, and why. What differentiates this book from other "advertising guru" books on the market is both Nadeau's incredible pop-culture savvy, and his thoughtful, intellectual and ethical treatment of his subject.. . A smart, fun and inspirational read that will change the way you look at marketing.--"Kirkus s,"From the Back CoverWHAT'S A lIdquo;LIVINGrdquo; BRAND? It's listening to your customers-and collaborating with them for life. lIdquo;Living Brands signals the beginning of consumer empowerment, as Raymond Nadeau shows the way to a much-needed renaissance in advertising creativity.rIdquo;-George Lois, legendary advertising pioneer lIdquo;Living Brands delivers a prescription for what is required to be successful in today's marketplace.rIdquo;-Ivy Ross, Executive Vice President, Design and Development, Old Navy, Gap Inc. lIdquo;Sweetface's success and the phenomenon of Tommy Hilfiger were built on a foundation of cultural collaboration. Living Brands just let the secret of our success out of the bag.rIdquo; -Andy Hilfiger, SVP of Music and Entertainment, Tommy Hilfiger Corporation lIdquo;Living

Brands defines marketing's new gold standard. We all knew it was coming. With the printing of this book, we now all know it's here. -Irene Gazis, Client Communications Director, OMD US "Discovery marketing has been the cornerstone of success for Ketel One. This book captures key insights that are valuable for any brand leader." -William L. Eldien, President, Nolet Spirits USA About the Author Raymond A. Nadeau is the founder of the agency LBLM (Living Brands, Living Media) and the former vice president of new ideas, global creative director for Coty Inc, Coty Beauty, and the Lancaster Group. He is currently helping to define "branded entertainment" as the executive creative consultant for the Turner Media Group, and he also is launching the North American office for centdegreacute;s, the world-renowned Paris brand identity agency. Nadeau has developed brand identities, product concepts, and advertising strategies for adidas, Celine Dion, Jennifer Lopez, Marc Jacobs, Kenneth Cole, and many other clients. His groundbreaking Living Brands, Living Media strategy has been profiled in Brandweek and on CNN.