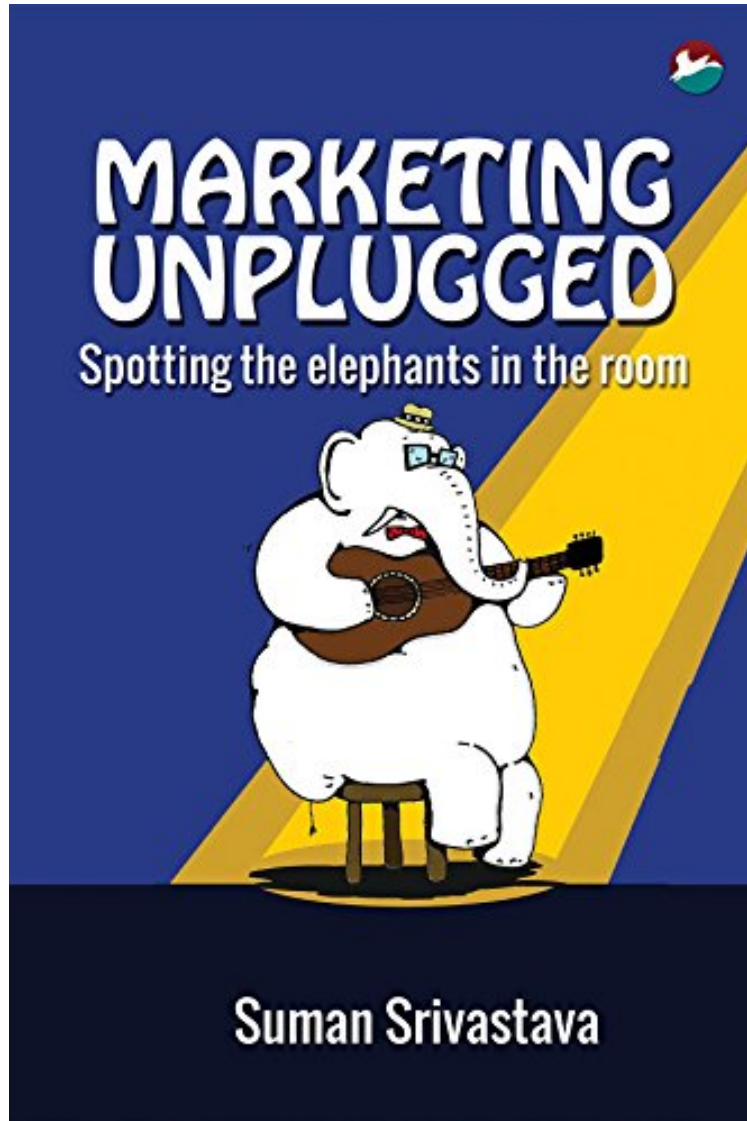


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Marketing Unplugged - Spotting the Elephants in the Room

Suman Srivastava

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Suman Srivastava : Marketing Unplugged - Spotting the Elephants in the Room before purchasing it in order to gauge whether or not it would be worth my time, and all praised Marketing Unplugged - Spotting the Elephants in the Room:

Marketing Unplugged is a toolkit of new techniques that you should use to come up with your marketing strategy. This book speaks of experts who tell us that it is better to observe behaviour than to ask questions in research. This

startlingly simple credo has been forgotten in the excitement of projective techniques and ever more sophisticated data analysis. There are several other ideas that experts have come up with. This book is a combination of some of those ideas into a new narrative titled 'Marketing Unplugged'.

About the Author Suman Srivastava enjoys doing new things. A graduate of Delhi University, IIM Ahmedabad and IMD Lausanne, he is an advertising man, strategist, author, marathon runner, teacher, social worker, sports fan, creative bartender and an entrepreneur. Suman started his career with Lintas and was part of the team that set up SSC B. He moved on to Euro RSCG and later became its CEO, and also acted as the Chief Strategy Officer for Euro RSCG, Asia Pacific. He has also acted as the Chairman of Euro RSCG's emerging markets planning council and was a member of its global management committee. Suman loves startups. He was part of the team that started SSC B Lintas and later part of the team that started Euro RSCG India. He has a track record of changing jobs only in the years when India has hosted the cricket world cup. He got his first job in 1987, his second in 1996 and his third (Marketing Unplugged) in 2011. Marketing Unplugged is an innovation firm started by Suman, focusing on helping Indian companies create marketing innovations to achieve extraordinary growth. In this capacity, he is associated with brands such as Raymond (suitings), Carat Lane (online jewellery), Network18 (media), Sweekar (cooking oil), Spuul (entertainment app), Johnson Johnson (OTC), Navneet (stationery) to name a few. He also oversees the strategic planning function at FCB Ulka. He is active in the voluntary sector where he works for causes that range from schooling for slum children to child sexual abuse to rural tourism to getting India to 'Give' more. He is a trustee of two NGOs, an adviser to a third and volunteers with several others. Suman has run the half marathon three times and loves to make creative cocktails.