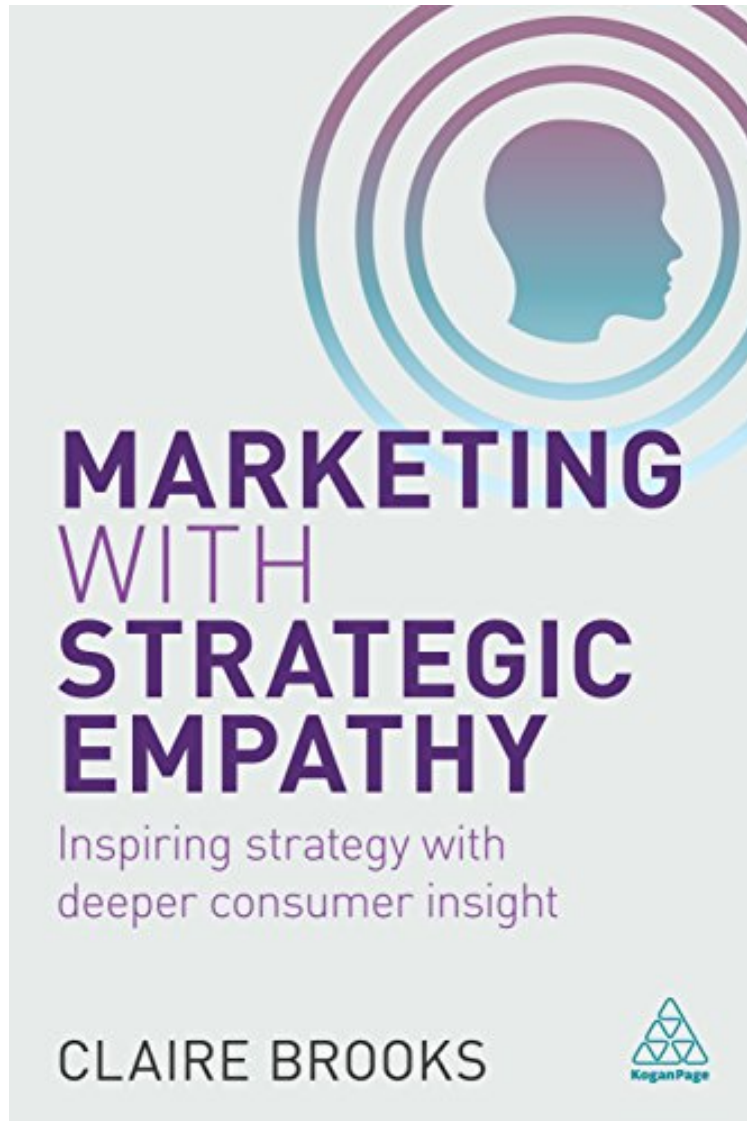


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Marketing with Strategic Empathy: Inspiring Strategy with Deeper Consumer Insight

Claire Brooks

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Claire Brooks : Marketing with Strategic Empathy: Inspiring Strategy with Deeper Consumer Insight before purchasing it in order to gage whether or not it would be worth my time, and all praised Marketing with Strategic Empathy: Inspiring Strategy with Deeper Consumer Insight:

1 of 1 people found the following review helpful. Great book for understanding marketing on a deeper level...By Kindle CustomerFrom my review on Small Biz Trends:"The best part of Marketing With Strategic Empathy is the recognition that there is a deeper insight into the marketing process. The influences that drive a person to make a

purchase do not easily fit into a marketing funnel or data chart and should be recognized. That is a hard thing for many marketers to understand, especially in this age where the pressure is to go even more technical. Marketing with Strategic Empathy does a great job of presenting a more integrated approach. It has a similar philosophy to Small Data: The Tiny Clues That Uncover Huge Trends, but it provides a better methodology for uncovering the "small data". The problem, though, is that the book's focus on immersive research may present a small business with challenges without more instruction on how small businesses can tailor this phase for their budget and resources. 0 of 0 people found the following review helpful. Excellent

By DarrenIngram_dot_com Know your customer is a very old maxim but in today's business world you really should try and know as much about your customers, whether prospective or actual, as possible. You might not know so much about them on an individual level as you may desire, but you should try and get as much insight as you can, allowing your marketing efforts to appear more focussed, personal and empathetic. This book sets out to make every reader a master strategist, no matter their role within a company, delivered through a practical approach to help gain a deeper understanding about the functional, emotional and cultural drivers of customers and help get the company to meet or satisfy their needs. Clearly the approach can vary between companies and their target groups. Selling condoms is going to be different to selling luxury motor cars or financial services. What works in Finland may be different to Fiji. The author believes that traditional models of strategy planning and market research are less valid today because of the rapid pace the modern business world operates in. New strategies and approaches are necessary. This is a deep, challenging read that can yield a lot of benefit if you are prepared to put in the spade work. The author brings to the fore over 50 case studies from her consulting practice and provides an insight into Fortune 500 companies and their specific needs as well as the skills and techniques that they have used to develop top-rate, winning marketing strategies. You need to set aside time to really focus on this book and savour its messaging before you can seek to implement it in your own enterprise. Attempt to short-circuit matters at your peril. The astute reader will find that they get a lot more out of the case studies than just marketing-related information! This was a great bonus for an information junkie and a lot of useful knowledge can be stored up for future exploitation. As befits a book of this kind, there are extensive notes and source references, although some sources may be less accessible such as those from the author's own company and thus this may be slightly counterproductive or frustrating! This book clearly isn't for everybody, even though a lot of its observations may well be apposite, yet for those who have top-level marketing and sales responsibilities this could be a veritable goldmine and "must read". 0 of 0 people found the following review helpful. Could Be The Most Useful Marketing How-To Ever Written

By Andrea Sharp This book is the most authoritative and practical marketing how-to I've ever encountered. I so wish I'd had it 20 years ago. I could have done a much better job for some of my clients if I'd known about and had the words for and could have recommended all the ingenious stuff that makes up the concept of "Strategic Empathy" and the very practical methods that are clearly presented in this book. It's definitely NOT another pep-talk, dumbed-down, self-promo-in-disguise with one anecdote after another about "how I became a self-made millionaire" that you forget about and eventually give away. It's more like a combination of a text book and workbook. The author is both a protegee of marketing experts who preceded her, and a leading trailblazer in the science, and art, of marketing. With this book, she shares "incredibly generously" the enormous amount of processes, strategies, techniques, knowledge she's worked to develop and refine over the course of a very successful academic AND business career. The result is a unique (and trademarked) set of systems she collectively calls Strategic Empathy. She's also the founder and CEO of a "boutique" Chicago marketing firm that "conducts deep-insights research, qualitative research, ethnographic research and creative research into global consumer behavior and cultural trends. We facilitate faster insight activation to brand strategy via brand planning programs." This book is an extensive introduction to how they do that. It explains what Strategic Empathy is, how to apply Strategic Empathy to any business, and how Strategic Empathy has been put to use at all kinds of companies "some famous, some not" "in pretty much every industry: toys, fashion, cars, health care, communications networks merchandise, healthy fast-food, gaming, groceries food beverages, social responsibility" In the preface, the author says, "I wrote this book because I've concluded that traditional theory and current best practice of marketing strategy formation are out of sync." And the contents of this book demonstrate that she is an exceptional authority on both traditional theory and current marketing best practices. (Such authorities are rare.) The title/concept "Strategic Empathy" speaks volumes all by itself, in my opinion. The book is dense. After I gave it a thorough once-over, I started reading it again, more slowly, writing on it, re-reading it. It's something you study, understand, apply, grow with, and refer to often. Concise summaries at the end of every chapter make it easier to do that. Examples of topics: -What is empathy? -What is Strategic Empathy? -How do organizations _really_ develop marketing strategy? -Strategic learning. -Strategic planning. -Organization learning. Individual learning. -Emotions, memory, needs, goals, values. -CULTURE. -Decision-making. -Context. -Components of corporate strategy. -Pre-planning, planning, (phases of) the Strategic Empathy process. -Executive panels. -Project management. -Immersive research, ethnographic research, design research (That's an incomplete list.) Several clear diagrams let you visualize, and (for me) thereby understand and remember, the concepts explained in the text. Examples: brand positioning wheel, brand

positioning pyramid, semiotic square, purchase funnelhellip; (plus more).ldquo;Tool boxesrdquo; and check lists! I discovered these treasures while in the middle of writing this review. A number of lists spoon-feed you exactly what to do. Examples: sample interview content, ethnographic research, reflective listening, in-depth research interview, what a well-crafted story should dohellip; and, again, more.Many case studies. Over 50 of them, I think. They explain how concepts have actually been applied in many examples that demonstrate how well Strategic Empathy works. (And they inspire more ideas than you could ever use.)What seems like every relevant resource for the business of modern marketing is included in the booksquo;s long lists of references. These references alone are incredibly valuable information for anyone who's serious about marketing/sales/success. Theyrsquo;re also another indication of the extent of the authorrsquo;s expertise.So many books, courses, and articles about marketing give you a nice rah-rah feeling with a general idea in a simple general way about one marketing strategy (e.g. ldquo;know your marketrdquo;, ldquo;have one system for customers and another for prospects,rdquo; ldquo;leverage other companiesrsquo; audiencesrdquo;).But what about when you have to figure out what to actually do, and what to have other people do, to get results (sales) in the real world? Irsquo;m thinking the reason most companies have no idea what theyrsquo;re doing when it comes to marketing is probably that books and experts like this are so uncommon.ldquo;Marketing With Strategic Empathyrdquo; reveals a whole new world that introduces you to setting up an actual powerful systematic system. Yoursquo;ll at least understand the enormous difference between an amateur hack and a true professional.

We are living in an age of continual motion and change, and as a result traditional strategy planning has become outmoded. Every manager, perhaps even every employee, needs to become a strategist. Every strategist, in turn, needs to develop deep consumer insight - or empathy - as a basis for flexible strategy formation. This book offers a practical guide on how to develop and implement a systematic process of strategic empathy to lead to greater effectiveness and day-to-day success. Marketing With Strategic Empathy is written by Claire Brooks, the CEO of the global consulting firm where the strategic empathy framework and processes were developed. She has applied these in many successful projects for international corporations for more than 10 years.

About the AuthorClaire Brooks is Founder and President of ModelPeople Inc., a global consumer research branding company offering insights and strategic solutions to a wide range of international clients.