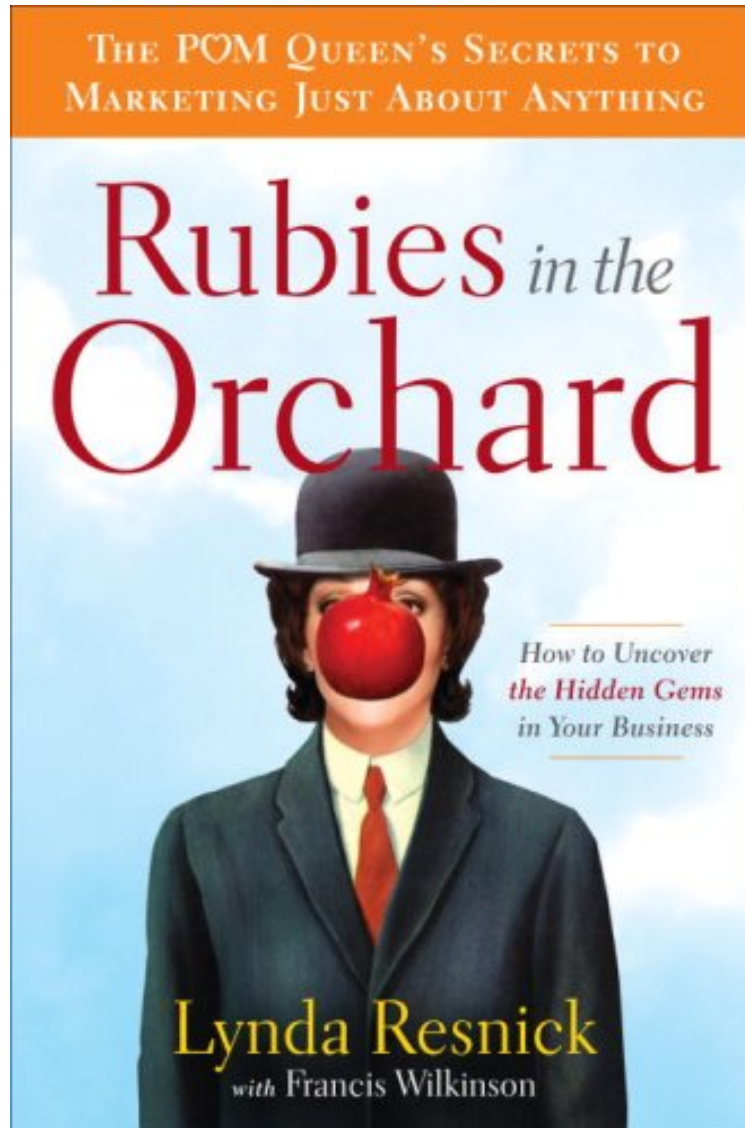


(Free read ebook) Rubies in the Orchard: How to Uncover the Hidden Gems in Your Business

Rubies in the Orchard: How to Uncover the Hidden Gems in Your Business

Lynda Resnick, Francis Wilkinson

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Lynda Resnick, Francis Wilkinson : Rubies in the Orchard: How to Uncover the Hidden Gems in Your Business before purchasing it in order to gauge whether or not it would be worth my time, and all praised Rubies in the Orchard: How to Uncover the Hidden Gems in Your Business:

21 of 21 people found the following review helpful. Here's to Vanity Press By Kurt T. Weber Seemingly much of Rubies in the Orchard is a self-pat on the back to the author, successful though she may be from a business perspective. The give away is in the preface: Resnick discusses a "scrumptious" lunch with name-dropping friends as

being the kick-off point for her writing this book "with Francis Wilkinson," as the cover notes. As for content, this book does contain some solid marketing points. However, the gems offered did not need to take so many self-glorification pages to highlight. In keeping with her environmental diatribe, many trees could have been spared in the process. Though a book about marketing, Resnick covers environmental issues and policy at length in one chapter - from a one-sided perspective - but she takes environmentalists to task when it comes to FIJI Water, the bottled water company she and her husband own. Suddenly, the environmentalists are wrong about all those plastic bottles being a problem and, by gosh, hauling water out of Fiji is environmentally OK because of all the enviro-measures the company takes and causes they support. This appears at once self-serving and mindful of the buying / selling of indulgences. However, how does one who is so environmentally conscious, who laments the "consumer culture," find it so noble to produce imitations of the (yes) fake pearls worn by Jackie Kennedy? How is it that such an activity contributes to the world's betterment, but all other businesses contribute to global warming (or climate change)? In sum, buy the book used. Speed read through the vanity-press writing, which is easy enough given the simplistic level at which the book is written. Slow down to savor the principles. Once done, get another, better book about marketing. 1 of 1 people found the following review helpful. and who is growing more disgusted by the day by the tsunami of crap overwhelming ...By DoktoYoAs someone involved in marketing, and who is growing more disgusted by the day by the tsunami of crap overwhelming the American consumer, I found the "get to basics" message in this book an affirmation that honest, well-thought marketing work can result in strong brands and profits while doing right by consumers. There is so much noise in the commercial public sphere, so much BS and manipulation and a lot of badly conceived and ugly, work. For those who want to do right by the client and do right by consumers, who also happen to be fellow Americans, Lynda Resnick's book is an affirmation that insisting of quality and caring for customers are the fundamentals of brand building, and will result in successful outcomes. Yes it is that simple. And yes, the book is simple. And yes, so few companies actually do it. (example- Coke's targeted marketing to low-information, low-income hispanic parents. The resulting epidemic of childhood obesity and diabetes in this community is direct result of Coke's marketing. In another time and place, knowingly poisoning (yes, Coke knows what it is doing) the children of your fellow citizens would have been a source of shame, not to speak of criminal suites and reparations). The one thing I really wish was included in this book are more details of financing these marketing campaigns. Obviously a lot of money was spent on Lynda Resnick's initiatives, and I think that the book would have been very useful and insightful if there were concrete examples of ROI. Especially because Roll (The Resnicks' company) is such a tightly vertically integrated company. The cause and effect of marketing a product and building the production capacity to meet demand, and the resulting brand equity are far easier to quantify when it all happens under one roof. In other words, it would have been great if Stewart Resnick wrote a companion book. For anyone wanting to gain a deeper appreciation for marketing on a higher level, an interesting companion to Rubies in the Orchard is anything written by Ed Bernays. Overall, Rubies in the Orchard is an enjoyable and easy read. 0 of 0 people found the following review helpful. Inspiring Engaging, Concerned by the Bottled Water Mis-information By E. Borelli As a marketer and entrepreneur focused on helping green businesses to bring their missions mainstream, I enjoyed Lynda Resnick's book immensely. She's clearly very strategic, charitable and successful in pretty much everything she's set out to accomplish. I'm also impressed by the creative means she's used to promote her products and companies, this book was another brilliant example. My concern was her justification for extolling the virtues of bottled water. Her assertions that if bottled water were not available, people would need to resort to drinks like Coke and Pepsi simply isn't plausible, they're two different markets (albeit with plenty of crossover). I could just as easily make the argument that if bottled water weren't available people would have to bring their own reusable bottles, which they could fill with filtered water from their Brita pitcher at home or work if their water is contaminated. That may or may not happen either. The fact is that while Fiji water may have a negative carbon footprint, which is commendable, it's still a single use plastic product that ends up on the oceans and landfills, causing pollution and harming wildlife. The issue goes far beyond the scope presented in the book and affects all of us. I suggest learning more about this issue and the problems with single use plastics before just deciding Fiji water is the green way to go. As long as it's packaged in single use disposable plastic, we can easily do better.

NATIONAL BESTSELLER POM Wonderful. FIJI Water. Teleflora. The Franklin Mint. Lynda Resnick's marketing triumphs read like an encyclopedia of branding. She is the smartest and hardest-working marketing brain in the business - the kind of marketer who can sell "ice sculptures to Eskimos." But her brilliant ideas aren't simply the result of random inspiration; they're the products of a systematic approach to marketing that any company -- large or small -- can adapt to achieve success. In RUBIES IN THE ORCHARD, she divulges her secrets for creating some of the world's most memorable and iconic brands, and the bull's-eye strategies to sell them. Resnick believes that every company can find "rubies" in its orchard, elements of intrinsic value that consumers will desire. Here, she shows how every successful marketing campaign begins with uncovering these hidden gems, and communicating their value honestly and transparently to the consumer. Through Resnick's behind-the-scenes narrative, we learn the secrets of her extraordinary successes, including: POM Wonderful, the wildly popular 100% pomegranate juice that created an

entirely new product category out of a fickle and obscure fruit; and FIJI Water, a fledgling brand she transformed into the #1 premium bottled water in America, with sales that have increased 300% since 2004. A born marketer, Resnick shares tales from a remarkable life, from opening her own ad agency at age 19 to the time she famously overpaid for Jackie Kennedy's pearls at auction, then transformed her "mistake" into tens of millions in sales for the Franklin Mint. Here for the first time, Resnick reveals her systematic approach to breaking through marketplace clutter and consumer cynicism, and creating blockbuster brands with true staying power. From the Hardcover edition.

From Publishers Weekly Starred . In a forest of dry marketing books, Resnick's animated debut stands out as its own hidden gem, filled with juicy real-life tales of marketing strategies that rocketed Resnick and her husband to astounding success with companies like Fiji Water, Teleflora, the Franklin Mint and Pom Wonderful, the wildly successful pomegranate juice. The author charms with her winning wit and a self-deprecating tone as she distills the secrets of her extraordinary career into a series of philosophies illustrated through behind-the-scenes looks at various marketing campaigns. She describes how she resuscitated Teleflora, a struggling flower delivery service, by introducing the flowers-in-a-gift container; how she famously endured ridicule when she purchased Jackie Kennedy's signature strand of fake pearls at auction for \$211,000 for the Franklin Mint, only to painstakingly replicate them and then sell them in droves, grossing a whopping \$26 million; and how she learned to think inside the box, delving into the intrinsic value of products like the pomegranate. A must-read for anyone who aspires to Resnick's level of promotional genius, success or commitment to environmental sustainability. (Feb.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. Praise for Rubies in the Orchard "…both entertaining and enlightening… what's really valuable to business owners is Resnick's insight on marketing, a field where she's built a well-deserved reputation as a master." --Businessweek "Using sound advice, a wealth of first-hand experience, historical perspective, and fierce self-confidence, Lynda Resnick has written a very useful and practical book. Anyone starting a business or running an entrepreneurial venture should read [it]." --MARTHA STEWART, founder, Martha Stewart Living Omnimedia "Are you looking for proven ideas about how to market anything, overtake the competition, ward off vicious attacks, and become rich? Even if you don't want to do those things, you will still love this inspiring, funny, thought-provoking, autobiographical sharing of secrets by Lynda Resnick, who figured out for herself how to succeed, again and again." --Dr. JARED DIAMOND, professor of geography at UCLA, and Pulitzer Prize-winning author of bestselling books including Collapse and Guns, Germs, and Steel "Like the POM Wonderful that Lynda Resnick created, this book is absolutely delicious and also amazingly nutritious. In fact, it's so funny and fun that you may not notice how much wisdom it contains -- from marketing tips to insights on brand authenticity in the Internet era. It will make you laugh aloud, but also change the way you do business." --WALTER ISAACSON, president and CEO, The Aspen Institute, and bestselling author of Einstein: His Life and Universe and Benjamin Franklin: An American Life "Lynda Resnick wields a sledgehammer in a velvet glove like no other. You can buy a thousand books with sound business lessons, but Rubies in the Orchard is among a special few that lift you from your seat and compel you to act immediately." About the Author LYNDA RESNICK and her husband Stewart own POM Wonderful, Teleflora, FIJI Water and Paramount Farms. They are also the biggest producers of almonds, pistachios, clementines and pomegranates in the world. Resnick has been featured widely in the media, including USA TODAY, The Wall Street Journal, The New York Times, and The New Yorker. She and her husband live in Beverly Hills and Aspen. From the Hardcover edition.