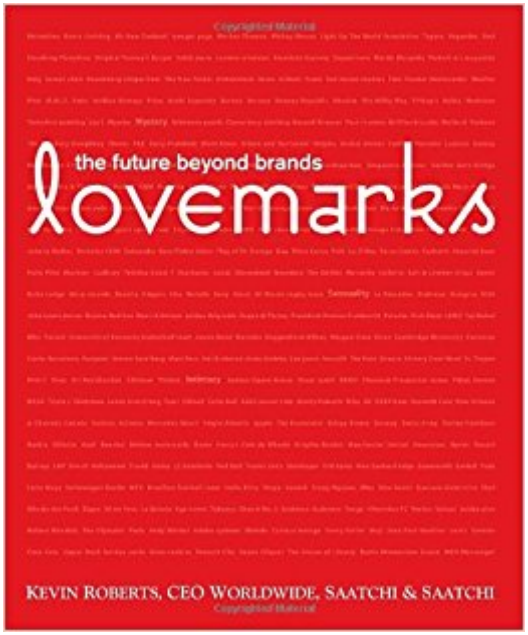
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Lovemarks



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Synopsis

"Ideas move mountains, especially in turbulent times. Lovemarks is the product of the fertile-iconoclast mind of Kevin Roberts, CEO Worldwide of Saatchi & Saatchi. Roberts argues vociferously, and with a ton of data to support him, that traditional branding practices have become stultified. WhatÃ¢â ¬â„¢s needed are customer Love affairs. Roberts lays out his grand scheme for mystery, magic, sensuality, and the like in his gloriously designed book Lovemarks.Ã¢â ¬Â• Ã¢â ¬â •Tom Peters Tom Peters, one of the most influential business thinkers of all time, described the first edition of Lovemarks: the future beyond brands as Ã¢â ¬Å“brilliant.Ã¢â ¬Â• He also announced it as the Ã¢â ¬Å“Best Business BookÃ¢â ¬Â• published in the first five years of this century. Now translated into fourteen languages, with more than 150,000 copies in print, Lovemarks is back in a revised edition featuring a new chapter on the peculiarly human experience of shopping. The new chapter, "Diamonds in the Mine," is an insightful collection of ideas for producers and consumers, for owners of small stores and operators of superstores. So forget making lists! Shopping, says Kevin Roberts, is an emotional event. With this as a starting point, he looks at the history of shopping and how it has changed so dramatically over the last ten years. Using the Lovemark elements of Mystery, Sensuality, and Intimacy, Roberts delves into the secrets of success that can be used to create the ultimate shopping experience.

Book Information

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Customer Reviews

Sellout "Brand" or just plain "Bland"? In Lovemarks, advertising giant Saatchi & Saatchi CEO Kevin

Roberts delves deep into what mysteries lie behind the long-term success and unwavering customer loyalty for a can of Coke or a pair of Levi's, ultimately concluding that Love is the answer, and without some emotional connection to a product, it will dry up like a generic raisin in the sun. Enter Lovemarks, the new marketing buzzword, which will likely be bandied about at board meetings as vigorously as The Tipping Point. But before Roberts can get to what in fact a Lovemark means in the worlds of advertising and marketing, he takes us on a virtual tour of his CV. There was his first post at Mary Quant in London, then the gig as New Products Manager of Gillette International in the Middle East, on to CEO of Pepsi in Canada, and later the same role at Lion Nathan in New Zealand. The list goes on, and so does Roberts--on and on--about his achievements and experience building brand awareness and shaking things up (he famously machine-gunned a vending machine at a presentation for a spot on the evening news). More importantly, he succeeds at blasting away the smoke and mirrors that might prevent a creative genius (or an ordinary consumer) from seeing what makes Superman the most beloved super-hero of all time. Despite the somewhat egocentric approach to taking us there (he is, after-all, a pretty smart guy), we arrive at Roberts's point beautifully, and see what he sees: "That human attention has become our principle currency." And that, in these times, forming long-term emotionally charged relationships with customers is the only way to make a product weather the long haul. And while Roberts speaks to us in a spirited, conversational manner (that makes Lovemarks a pleasure to read), the design of the book seems to work against him, as convoluted typography and a general lack of layout consistency give the book a visually amateurish look. --Christene Barberich --This text refers to an out of print or unavailable edition of this title.

Roberts, the New York-based CEO Worldwide of Saatchi & Saatchi, believes that his Love brand will change businesses, and this boldly designed volume showcases his argument that through Love, business will connect more deeply with consumers. "I was born an optimist," Roberts begins. "I always looked for opportunities where others faced up to threats or weaknesses. I believed if you were going through hell the only option was to keep going!" And that sentiment runs throughout his book, which weaves his personal history with his brand-making philosophy. While the layout is eye-catching, the text often reads like advertisement pull-outs: e.g. "the power of the edge is one of today’s most compelling ideas" and "to be out front can be lonely and uncomfortable, but remember, the lead husky gets the best view." In the end, it’s ad-folk who will glean most from this volume.Copyright Ã Â© Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. --This text refers to an out of print or unavailable edition of this title.

Very interesting to me but some might feel there are parts that are overthought. Ad agencies can sometimes get stuck in thinking details to death but Kevin reminds us finding emotion and connection is more important than stacks of research that can contradict and confuse.

The book is good but not great. It’s not that I had any major disagreement with anything it says, it’s just that there is really nothing new in this book, nothing that I have read or lived through a hundred times before. There weren’t any "a-ha moments" or breakthrough insights. If you’ve never read any marketing or branding books before, then you’ll probably benefit by reading this. If you’re like me, and have read many, many marketing and branding books, you will learn nothing new. When you’re the CEO of Saatchi & Saatchi, your book is going to get published; if I had written this book and taken it to a publisher, they would have laughed at me and my incoherent writing style. Some of the concepts in this book, by the way, are also found in the old book "Raving Fans", which I think is more useful. On the positive side, some of the stories are compelling, and the photography and imaging are really interesting (I own the book, not the Kindle edition). Just don’t think for a second that this book will turn you into a marketing or branding guru. It won’t.

A must read for everybody who are interested in brands and how to create a great brand. Loved it.

If you are a marketing student: this book is more helpful and inspiring than your actual courses. If you’re passionate about marketing and college is dampening that fire, read this and your love for the disipline will be stronger than ever!

Don’t buy this book... It must be from 1999.

Great deal. Looked brand new

got iot for a frien but then i read it and love it ... Much fun to read, nice stories, great things to learn ... also very easy going reading

I have owned the hard copy since it came out. Still a relevant book in the age of relationship\influence\content marketing.

Download to continue reading...

Lovemarks