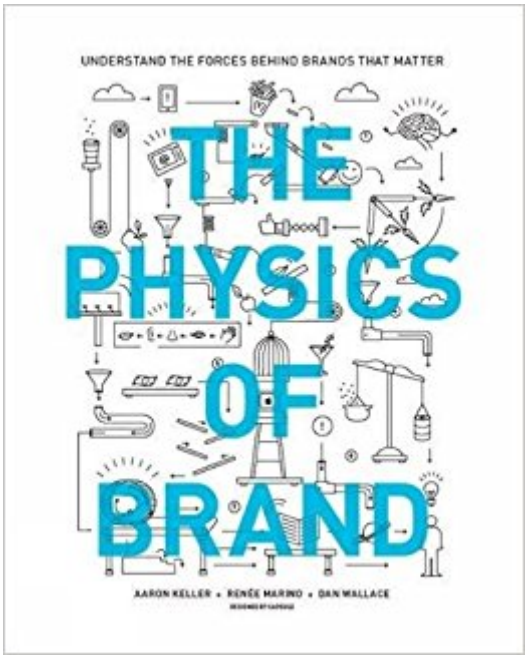
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The Physics Of Brand: Understand The Forces Behind Brands That Matter



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Synopsis

If your organization wants to better understand customer experience and how it contributes to brand value, The Physics of Brand is the place to start. This book offers a practical framework that shows how brands interact with people in time and space -- to create value for people, brand owners, and society.The authors leave a smile in your mind as they weave neuroscience, micro and macroeconomics and systems thinking into a narrative equally rewarding for general managers, marketers and finance leaders. If you think branding is limited to communication, sales conversions, or logo design, this book will expand your worldview. If you want a more precise method to value brands, this book will light your hair on fire.Ã Â Through the Time Model, you'll learn why first moments are vital in creating long term brand memories, and you'll find out how to design moments that lead to emotional engagement. You will also learn why time spent with a brand is an important and under-appreciated indicator of brand energy.Ã Â The Space Model shows how brands operate in the real world of Brand Owners, Brand Handlers, Communities and People. The Jacob's Ladder Model shows how brand signals ladder-up to brand value. These three models provide a new framework to assess the value of brands and provide the tools to design superior customer experiences.The chapters ground the ideas in reality through case studies that include KIND, Smartwool, Patagonia and The Honest Company, with fun detours such as Snoop Dog and Willy Nelson sharing a bucket of KFC in an Amsterdam parking lot. The writing is as friendly as the ideas are elevated. Each chapter includes clear summaries, mind bending thought experiments and pleasant diversions.This book is for leaders who want to improve the customer experience in a measurable way. The Physics of Brand will help you arrive at a rewarding destination. The book presents a brand-new way of thinking.

Book Information

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Customer Reviews

Praise for The Physics of Brand "This should be your handbook for modern branding. The Physics of Brand is what most marketing books aren't--fun to read right from the first page, engaging and generous in its trove of brand knowledge, and up-to-this-minute current with how the marketplace works today." --Mark Addicks Former CMO, General Mills; Professor, Opus College of Business, University of St. Thomas "The Physics of Brand is brilliant. It's about the five senses, memories, and our experience of offerings. It's about time, space, and moments that matter. And most fundamentally, it's about branding, and within its pages you will find profound insights into your own brand." --B. Joseph Pine II Bestselling Coauthor, The Experience Economy "Blending a rigorous, near-scientific approach together with a sophisticated, humanistic focus on people's minds, souls, and behaviors, this book offers a comprehensive compendium of all the variables to consider for building valuable, memorable, and sustainable brands." --Mauro Porcini SVP & Chief Design Officer, PepsiCo "Beautifully written, incredibly designed. This is a book that makes you look at the topic of branding with fresh eyes." --Mark Ritson Professor, Melbourne Business School, Australia; Columnist, Marketing Week "The Physics of Brand gives equal time to the risks and opportunities of developing new brands--and the massive forces at play when managing and pivoting an existing brand platform. Big kudos to this team in their thoughtful, highly creative effort to bring humanity to the data and science of brand." --Christopher Gavigan Founder + Chief Product Officer, The Honest Company "Making moments, accelerating velocity, building trust and creating value . . . The Physics of Brand mashes classic marketing and modern reality with thought experiments to provoke experienced and aspiring marketers alike." --Jeff Jones Executive Vice President & Chief Marketing Officer, Target Corporation "Finally, a branding tome for the Donald Trump haters of the world: Truthful and lushly illustrated with a thread of rye humor. Best read at lunchtime when you are most awake and ready to intake sensible business nourishment." --Paco Underhill Author, Why We Buy: The Science of Shopping; CEO, Envirosell "By emphasizing the importance of human experience and human memory as being at the center of the brand, the authors rightfully take their place as the natural successors to Aaker and Biel." --Simon Chadwick Managing Partner, Cambiar; Former CEO, Research International; Editor-in-Chief, Research World "As we transition from the Ã¢â ¬Ëœindustrial economy' into the Ã¢â ¬Ëœdigital

economy,' brand relevance is critical. Every brand is under new pressure to engage authentically with the next generation. The Physics of Brand is a playbook for every brand manager on this journey." --David Butler VP, Innovation and Entrepreneurship, The Coca-Cola Company "The Physics of Brand brings fresh thinking to the pace of change and complexity in today's marketing environment. Jammed with insights and case studies on design and customer experience that will juice your brand." --Eric Ryan Cofounder, Method & OLLY "A wonderful balance of social sciences and hard sciences to provide a creative, thought-provoking, and powerful perspective to branding. It's Stephen Hawking meets Jane Goodall on branding. An engaging journey through the science and humanity of branding, from physics to ethnography." --Mark Bergen Associate Dean of Executive Education, James D. Watkins Chair in Marketing, Carlson School of Management, University of Minnesota "Technology is rapidly changing the way consumers make purchases. The traditional processes for developing brand awareness are becoming obsolete. The authors of The Physics of Brand have developed processes for brand development in today's marketplace that are based on the physical sciences but include a touch of art. These processes should lead to overall value creation for the brand as well as the entire firm." --Mark L. Zyla Managing Director, Acuitas, Inc.; Author, Fair Value Measurement "Like a chef's tasting menu, this cleverly prepared feast encourages readers to sample a new way to think about brands and branding. I loved every bite!" --Judy Bell CEO (Chief Energetic Officer), Energetic Retail; Author, Silent Selling "For marketing and communication professionals looking to demystify the alchemy of branding--and to understand the marketing science behind what it takes to create a strong brand reputation--this is a great read." --Stephen Hahn-Griffiths Vice President of Strategy, Reputation Institute "Effective marketing isn't about target markets, media buys, or even the latest technologies. It's about nurturing real relationships with real people through intentionally designed moments and the consistent delivery of promises. The Physics of Brand is a powerful tool for anyone charged with cultivating a company's most valuable asset, its brand." --Mandy Cabot Cofounder/CEO, Dansko "This deep dive into branding is the modern equivalent of Ogilvy on Advertising--a fascinating look at how organizations influence people in using the most effective tools of the era." --David Meerman Scott Bestselling Author, The New Rules of Marketing & PR "The Physics of Brand introduces the reader to a new level of thinking about brand; marketers, designers, entrepreneurs, and corporate CEOs take note. In order to create successful brands in the future, you need to intimately understand how brands and people move through time and space. This New Age of Branding requires an elegant approach that finesses the art and science of building a brand." --Robyn Waters Former VP, Trend, Design, & Product Development, Target; Author, The

Trendmaster's Guide and The Hummer and the Mini "What do you get when you combine a scientific approach to branding with high creativity? A new approach to branding for the digital era. This book will help any marketing practitioner with a hands-on model make their brand the best it can be. Jacob's Ladder provides excellent guidance." --Mark S. Coronna Managing Director, Marks and Crown; Digital Marketer and Technology Executive "The Physics of Brand is a refreshing new look at how brands build value across space and time. The book is a bold thought experiment that moves branding from art toward science." --Richard McArdle VP, Research and Innovation, ConAgra Brands "Loved it! The art and science--or physics and feeling--creates a true difference in connecting to the hearts and minds of consumers. The Physics of Brand provides a compelling framework to think about creating enduring and iconic brands that can withstand the test of time." --Chris Lindner President, Keds "The Physics of Brand mixes, in a very attractive way, complementary approaches to a brand-building process. Some concepts I believed in an almost intuitive way are now organized and explained with beautiful illustrations and world-known cases. Inspiring reading for human-centered designers and brand builders." --Bruno Singulani Brand Identity and Design Manager, NestlÃƒÂ© "The Physics of Brand leaps out of the hackneyed rut too many marketing books are mired in. Geeks and non-geeks alike will lap up how the authors dive into brands through the lens of physical, biological, and behavioral sciences--and be pushed to rethink brands' relationships with customers on a more human level." --Ari Osur Former Forrester Research Analyst and Marketing & Strategy Practitioner "This book is indispensable reading for those who are seeking to break the riddle of brand experience. It provides the power of understanding people's micro-interactions through time and space." --Kevin Lee VP and Global Head of Design, Visa "A distinctively scientific, precise, and uncommonly sensible take on a subject all too often clouded by conjecture and hunches. If you're a brand leader, make The Physics of Brand a part of your strategic lexicon." --Robert Fry Global Director, Product Merchandising and Design, Mountain Hardwear "Understanding the customer's journey and designing a consistently compelling customer experience are fundamental to modern marketing and brand building in the twenty-first century. The Physics of Brand leverages a mix of frameworks, systemic thinking, insightful discussion, and compelling case studies to introduce a new and holistic way of thinking about brands, branding, and customer-experience management. The Physics of Brand examines the times and spaces where brands and people meet--and how memories are created--thereby creating a helpful guide for building sustainable, differentiated, energetic, and profitable brands in an increasingly competitive and rapidly changing marketplace. Keller, Wallace, and Marino have written a practical and insightful book." --Larry Ruff Former Global Marketing &

Chief Strategy Officer, Levi Strauss & Company "In this new age of marketing where experts stumble over each other to bury the idea of brands hailing the return of the USP, it is truly gratifying to dive into that first spontaneous neurological combustion between brands and individuals and how brands inhabit space in our memory through time and space. Pump some neurons and get sucked into this brand-nerd extravaganza. As of now this book is my new daily brand protein shake. Bonus: Snoop and Willie Nelson will be reading along over your shoulder." --Steen Albrechtslund CEO, Fitness World, Denmark's Largest Fitness Brand "The Physics of Brand demystifies the interactions of brand and the real world in contemporary and thought-provoking ways. It contemplates ideas about the future while being deeply rooted in factual evidence of today. Most important, the book will give you the tools to accelerate the velocity of your brand." --Tobias Puehse Vice President, Innovation Management, MasterCard "A fun, intellectually nimble, and wide-ranging look into the pull of brands. From sections that start with Adam Smith and Karl Marx walking into a bar to riffs on understanding brands through philosopher Emmanuel Kant's eyes, the authors offer an engaging conversation on how memorable moments and lasting memories combine to create durable brands." --Chris Farrell Senior Economics Contributor, Marketplace, Minnesota Public Radio

Aaron Keller is a founding partner at Capsule. For more than 20 years he has led national and international brands through consumer research, marketing strategy and brand development. Aaron has an MBA from the Carlson School of Management at the University of Minnesota and taught integrated marketing at the University of St. Thomas as an adjunct professor. He's the author of three books and a popular speaker. When Aaron isn't in a seat on a plane, you're likely to find him on a bike heading across Iowa or the Rocky Mountains.Dan Wallace is the founder of Idea Food. He works with leaders to connect the dots at the intersection of branding, marketing, customer experience and employee experience. Dan provides keynote presentations and leads workshops with cross-functional teams to design superior customer experiences. Dan holds an MBA based on systems thinking from the University of St. Thomas. He has won awards for innovation in both internal and external branding.RenÃƒÂ©e Marino is the founder of Cupitor Consulting, a firm specializing in the financial aspects of brands and intangible assets. She has an MBA in finance from the University of Chicago and sits on the Board of Governors of the American Society of Appraisers. She holds credentials as a Certified Public Accountant, Accredited in Business Valuation from the American Institute of CPAs, an Accredited Senior Appraiser with the American Society of Appraisers and a Chartered Financial Analyst with the CFA Institute. Renee

comes from a family of physicists and neuroscientists, but she zigged when the others zagged, and ended up working in dynamic system modeling and advanced financial studies.

This was an interesting book with many helpful graphics. However, this book is specifically for people in a larger company which has many products under the same brand - definitely not for a smaller company.

I found this book both strong on theory, as well as strong on offering practical advice that I could incorporate into my work as a branding and marketing communications professional. As I read it, I was struck by this thought: We as marketers need to keep bringing our work back to what matters most -- people. While everything in our world is going digital, we cannot forget that brands are living, breathing conversations/experiences that add value to our lives and the environment (culture) in which we live. Brands are not something we do to someone else. Brands are something we share with each other, and in sharing, we glean value. Well done. Highly recommend. Thoughtful with easy to digest ideas and concepts.

As a B2B brand therapist, I found "The Physics of Brand" clearly (and cleverly) explained the science behind much of the guidance I bring to my clients. There's a ton of valuable, albeit geeky stuff in every chapter. But this book does more than transfer knowledge; it actually helps me make stronger connections with my clients. Now, rather than asking my clients to "trust" my knowledge, intuition and experience that support the guidance I prescribe, I am armed with "Physics" which validate my recommendations and create confidence. And that makes all the difference.

Hi! Branding, to me, is a part of the entire marketing/sales process. My profession is marketing/sales. I did form some new ideas after reading this book. It is worth reading.My review was too long so here are three comments.One of the best use of brain stimuli (see page 27) are casinos. The casino industry has the sights, sounds, smells, and feel down to a science. They know how to manipulate a brain to find pleasure before you even walk into their facilities. They have books written about the process!Having worked for YEARS in the food industry, with 15 of those years as a consultant to a food vendor, one learns that computer modeling doesnÃƒÂ¢Ã â ¬Ã â„¢t take into account the type of customer a product can bring into a grocery store, e.g., our product wasnÃƒÂ¢Ã â ¬Ã â„¢t a high margin product BUT our customers were foodies what didnÃƒÂ¢Ã â ¬Ã â„¢t blink an eye spending $150-$500 on a single dinner event and sought out

our product at stores. In fact, our customers (including catering companies who didnÃƒÂ¢Ã â ¬Ã â„¢t want to add vendor accounts) told us how they shopped exclusively at stores, coops, farmerÃƒÂ¢Ã â ¬Ã â„¢s markets, etc. that carried our product. How do the computer models take this into account? They donÃƒÂ¢Ã â ¬Ã â„¢t.Missing was an in depth discussion of ethics. Luckily my parents and college professors discussed ethics in business/life until I thought that I would scream! ÃƒÂ¢Ã â ¬Ã Å“GreyÃƒÂ¢Ã â ¬Ã Â• areas are often encountered in business dealings. Once my boss came to me with a decision that was too grey. We opted to NOT proceed. It was a surprise to me that he sought my input but I think that he knew I would advise against the move. In the book sequel, I hope that they will cover ethnics as it applies to branding.If you want my full review, let me know.

This is a fun and insightful journey into the world of modern marketing. It weaves equal parts neuroscience, microeconomics, and the culture of technology to give you a new way to think about what it means to be a brand - and a brand marketing professional - in 2016. I especially liked the thought experiments throughout which are designed to engage and provoke you into new ways of thinking. It’s on my desk now and I’m constantly referring back to it throughout the day as I tackle marketing and branding issues at work. Give it a read....you won’t be disappointed!

This book presented a new perspective on how to look at brand. In physics, you have to vibrate at the energy of the thing you are trying to become and this book provides that layout.

A very enjoyable read that illustrates the complexity of building and managing brands brilliantly. I would highly recommend for any student of brand management or any professional that has accountability for a brands success. The Physics of Brand provides a platform for better understanding the importance of a brand to an organization and how to actively work in building enterprise value in todays continually changing marketing and communication environment.

Great book, a must read for marketers with refreshingly new approach to branding

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