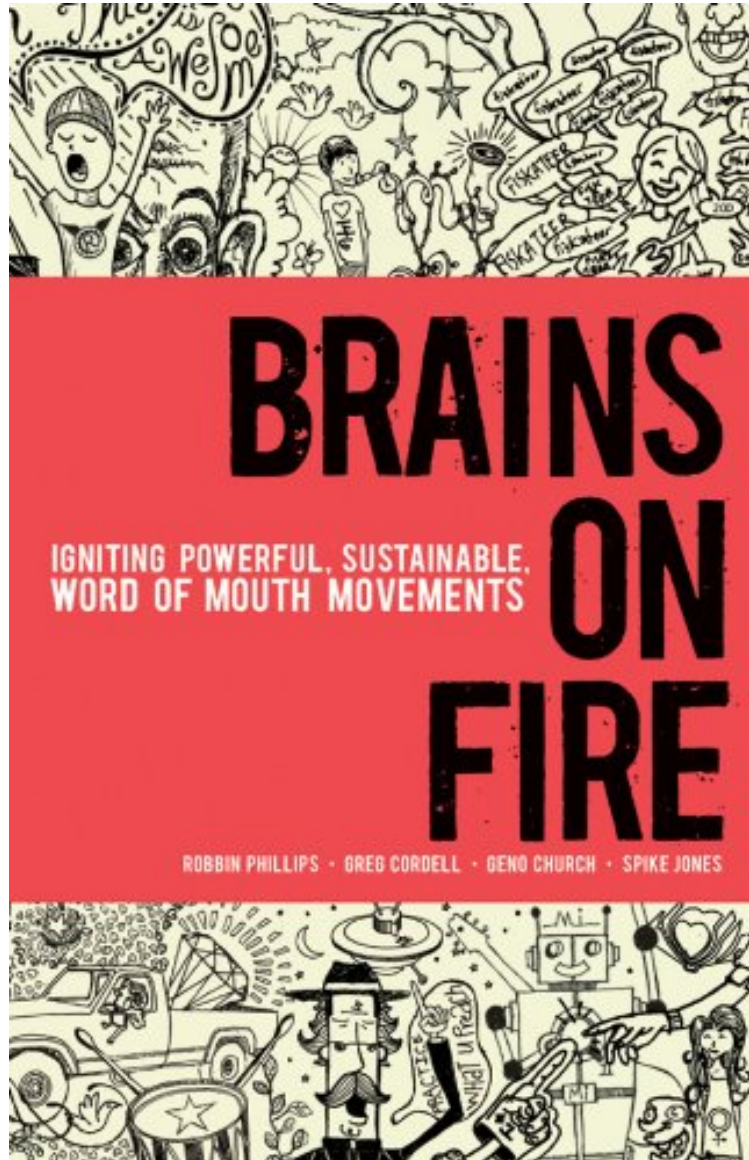


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Brains on Fire: Igniting Powerful, Sustainable, Word of Mouth Movements

Robbin Phillips, Greg Cordell, Geno Church, Spike Jones

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Robbin Phillips, Greg Cordell, Geno Church, Spike Jones : Brains on Fire: Igniting Powerful, Sustainable, Word of Mouth Movements before purchasing it in order to gauge whether or not it would be worth my time, and all praised Brains on Fire: Igniting Powerful, Sustainable, Word of Mouth Movements:

9 of 9 people found the following review helpful. 10 Elements for Igniting Powerful 'word-of-mouth' Movements...By Yanik Silver I'm not sure where I stumbled onto Brains on Fire blog - but I'm glad I found it. Brains on Fire has some

really awesome stuff when it comes to creating movements for your customers, advocates and zealots. I've marked up my copy with action points to take to several of my businesses ranging from publishing to adventure travel. They've done a superb job of breaking down the 10 elements that go into the mix for creating movements and tight communities. With traditional media having less impact it may be time for marketers to stop defaulting to the yo-yo of advertising campaigns and instead really look to "ignite" a word-of-mouth movement. Some of the advice here really hits home for the conversations that are taking place around your business or brand driven from the bottom-up. The Brains on Fire crew of Phillips, Cordell, Church and Jones hand you 10 rules for how they've engineered self-sustaining and extremely passionate (and successful) movements like the Fiskateers and Rage against the Haze for anti-smoking in South Carolina. Those are the two you hear the most about in the book and both are worthy of case studies by themselves. Fiskateers took a 360-year old company that makes scissors and helped double their profits by tapping into advocates in key markets. If you read this book with an open mind you might just see some significant changes to make in your marketing and business. This goes nicely with Primal Branding by Patrick Hanlon and True Believer by Eric Hoffer if you really want to get deep into creating zealots around your movement. 1 of 1 people found the following review helpful. Prepare to be inspired. By Amber For those of us in marketing, social media is all the rage these days. Everybody wants to know how to get thousands of followers on twitter. And how to succeed on facebook. And, ultimately, how to make themselves into highly paid social media superstars. But in their rush to cash in, many if not most have forgotten why you want your company/brand/client to be successful in the social media sphere. Which is? Word of mouth is the best advertising money can't buy. That's where Brains On Fire comes in. It's not about social media. It's about creating and nurturing word of mouth movements - movements that turn your customers into evangelists who will keep the buzz going long after you're gone (both online and off). Sound incredible? Well it is, but the book outlines how to do it - and illustrates each point with case studies from the authors' own work in this area. And you know what? After reading how they created a legion of Fiskateers for Fiskars scissors, I kinda wish I was a scrapbooker so I could get in on the action. That's how powerful this stuff is. I simply can't recommend this book highly enough. Already in the process of reinventing myself, Brains on Fire has inspired me to take it several steps further. I thought I wanted to be in social media, but really I want to do what these guys do - use social media to create truly passionate communities. Buy it. You'll be glad you did. 0 of 0 people found the following review helpful. Marketing revolution By Chris Osmana remarkably modern advertising book that offers a fresh perspective on marketing. The message is simple: stop thinking in terms of campaigns and start thinking in terms of movements. By citing concrete examples, brains on fire elaborates a step by step process for igniting your own movements. I mark off a star only for a strange lack of editing quality, particularly in the quotes found throughout the book, and for a sense that the process as a whole needed a "workbook" so that less affluent companies could try out their methods.

Develop and harness a powerful, sustainable word-of-mouth movement How did the 360-year-old scissor company, Fiskars, double its profit in key markets just by realizing its customers had already formed a community of avid scrapbookers? How is Best Buy planning to dominate the musical instruments market? By understanding the Brains on Fire model of tapping movements and stepping away from the old-school marketing "campaign" mentality. Brains on Fire offers original, practical and actionable steps for creating a word-of-mouth movement for corporations, products, services, and organizations. It takes you step-by-step through the necessary actions needed to start your own authentic movement. Develop and harness a powerful, sustainable, word-of-mouth movement Describes 10 lessons to master and create a powerful, sustainable movement The Brains on Fire blog is often ranked in the top 100 of AdAge's Power 150 Marketing Blogs

From the Inside Flap Are you really surprised when you hear that people don't trust marketers? After all, who wants to be considered a "target," a "demographic," or just a faceless piece of "market share"? Who wants such a relationship? What's in it for them? Yet even as they resist "marketing," your customers are embracing causes and communities that have meaning for them. Empowered by new technologies, they're speaking out, talking back, and spreading the word on what they're passionate about. Do you want your business to inspire and benefit from that passion? Brains on Fire reveals how to ignite powerful, meaningful, sustainable word of mouth movements that are "win-win" for your customers and your business. Believing that the focus should be on people and not the shiny new tools and tactics du jour (like Facebook and Twitter), Brains on Fire gives you the keys to building long-term momentum both online and offline for your company, product, service, or organization. Featuring ten lessons you can start building on today, it takes you step by step through lessons the authors have learned on how to inspire excitement and engage the customers and other stakeholders who will advocate for you. How did a 360-year-old company double its profits in key markets just by tapping into a community its customers had already formed? How does a major retailer plan to win as it moves into an entirely new type of business? Real-life examples show you how today's companies win at word of mouth; all are discussed so you can easily understand and apply the principles in your business. What if "marketing" is really about connecting‐finding the people who are looking for you and bringing greater value to their lives? Brains on Fire gives you the tools to connect with and excite your customers, launch authentic word of

mouth movements, and produce exponential returns over the long term.

From the Back Cover

PRAISE FOR BRAINS ON FIRE

"Succeeds at doing what so many other business books attempt: it provides a recipe for how every company can succeed—but the secret isn't in the latest tools, online communities, or campaign tactics. It's about passion, humanization, and common sense."—Scott Monty, Head of Social Media, Ford Motor Company

"Loaded with great advice from a team of people who have repeatedly built successful movements . . . If you want to lead a movement, start with this book."—Dan Heath, coauthor of *Switch* and *Made to Stick*

"Enter *Brains on Fire*. It isn't just a book or a company, it is a collection of real people, with souls and hearts and stories able to offer real advice to anyone who wants to make a movement out of what they do all day."—Ellen McGirt, Senior Writer, *Fast Company* magazine

"*Brains on Fire* has the ability to assemble a powerful team that speaks as one unit. This engaging book is all about how that team works, including love, hard work, shared passion, with a constant focus on the goal."—Douglas J. Greenlaw, former head of sales and promotional marketing, MTV Networks, New York

About the Author

Robbin Phillips, Greg Cordell, and Geno Church work together at the word-of-mouth marketing and identity company *Brains on Fire*. Along with others on the *Brains on Fire* team, they evangelize around the globe about embracing and elevating the passions of your customers. They conduct speaking engagements, events, workshops, and blogs to help companies and organizations ignite movements. Unbridled by traditional marketing mindsets, they also practice what they preach, partnering with some of the most courageous clients on the planet.

Spike Jones is a writer and editor who worked at *Brains on Fire* for 10 years and gave the *Brains on Fire* message one voice. You can find him at askspike.com.