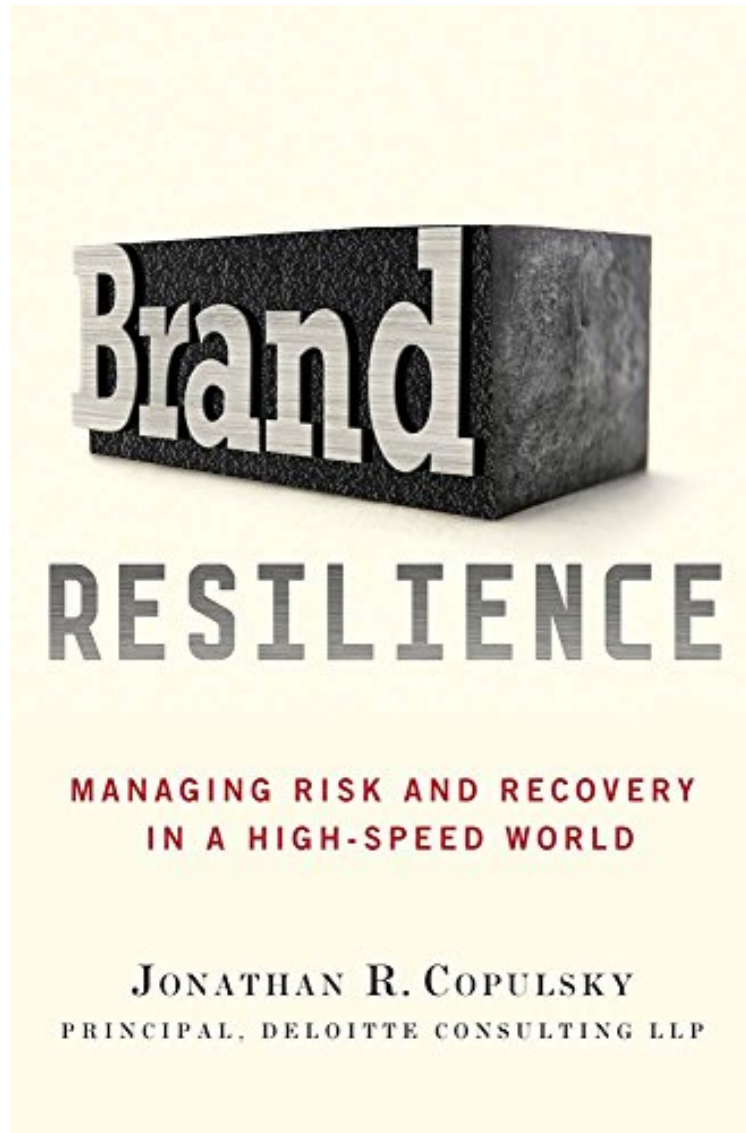


(Free pdf) Brand Resilience: Managing Risk and Recovery in a High-Speed World

Brand Resilience: Managing Risk and Recovery in a High-Speed World

Jonathan R. Copulsky

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Jonathan R. Copulsky : Brand Resilience: Managing Risk and Recovery in a High-Speed World before purchasing it in order to gauge whether or not it would be worth my time, and all praised Brand Resilience: Managing Risk and Recovery in a High-Speed World:

0 of 0 people found the following review helpful. A must-read for anyone involved with creating and maintaining brand strategy
By Customer
Brand Resilience is a must-read for anyone interested in or responsible for protecting brand value in our social-media induced world where every customer, partner, employee and competitor has the power to

impact your brand (amplify or sabotage it) at lightening speed. It is focused, specific and relevant, relevant, relevant. Not a day goes by that there are not more stories, many of them very high-profile, about this topic in the news. This book is an excellent guide and framework for thinking about and executing a plan to maintain resilience of your brand. 4 of 5 people found the following review helpful. Don't Let Social Media Insurgents Destroy Your Brand Reputation By Sam Friedman Defending an organization's brand reputation in this social media era requires more than just routine public relations and mass media advertising. It takes a proactive counterinsurgency strategy. That's the main lesson to be drawn from this insightful, practical book, "Brand Resilience: Managing Risk and Recovery In A High-Speed World," by Jonathan R. Copulsky. Copulsky quotes liberally throughout his book from the "Counterinsurgency Field Manual," a game plan devised by the U.S. Army and Marine Corps that's generally credited with turning the tide in the latest Iraq War. In his book, Copulsky notes that while the manual itself (available free online, by the way) is "written expressly for a military reader...its guidance has striking parallels with what is appropriate for brand stewards, given the new marketing realities." What are those new realities? It's the fact that anyone can be a high-impact critic or investigative "journalist" these days given the viral nature of social media. Individual "insurgents" badmouthing a company can sway hundreds, thousands and even millions of consumers-- positively or negatively--with a laptop, tablet or smartphone thanks to the growing reach of the web. In his book, Copulsky outlines a seven-step process to bolster brand resilience: --Assess brand risks and be aware of emerging threats and their sources. --Galvanize brand troops, including executives and front-line employees. --Deploy early warning systems so you're not caught off guard. --Respond to assaults in a timely fashion, and consider ignoring some minor attacks so you don't inadvertently turn them into major events. --Learn from assaults and adapt your brand defenses accordingly. --Measure and track your performance in managing brand risks. (Remember, what gets measured, gets done.) --Generate popular support, in part by raising a "volunteer army" of brand defenders. In any case, if organizations hope to at least earn the benefit of the doubt from the general public when a brand-threatening incident occurs, they shouldn't sit back and let their often uninformed critics define them in social media. Adopting a counterinsurgency strategy would be a step in the right direction. Copulsky's comparison of traditional marketing to "The Art of War" and his argument that modern communications demands more of a counterinsurgency brand strategy is both clever and right on target. For organizations that realize they need to be more proactive in shaping and defending their brand, as well as more strategic in how they approach reputational risk management, Copulsky's book offers a short (just over 200 pages), clear and concise game plan to make that happen. 0 of 0 people found the following review helpful. Lots of good stories and advice By FourEyes I was hoping the book would be more quantitative. Lots of good stories and advice, but not very rigorous in its analysis.

As the recent Tiger Woods scandal illustrates, brand reputation is more precarious than ever before. True and false information spreads like wildfire in the vast and interconnected social media landscape and even the most venerable brands can be leveled in a flash; by disgruntled customers, competing companies, even internal sources. Here, veteran marketing executive Jonathan Copulsky shows companies and individuals how to play brand defense in the twenty-first century. Five Signs that You Need to Pay More Attention to the Possibility of Brand Sabotage: A group of uniformed employees posts embarrassing YouTube videos, in which they display unprofessional attitudes towards their work. One of your senior executives publicly blames a supplier for product defects, even though they predate your relationship with the supplier. Your competitor's ads trumpet their solution to the performance problems associated with your most recent product. A customer unhappy with changes made to your product design launches a Facebook group, which attracts 5,000 fans. Your outsource partner is prominently featured in numerous blogs and websites describing allegations of worker mistreatment and workplace safety hazards.

Be afraid. Be very afraid. Brands are now so valuable that damage to them can mean millions or billions in lost profits, while threatening the very foundation of a business; its customer loyalty. Luckily, history gives us good models for defense against such threats, and Copulsky does an outstanding job of showing how brand stewards can apply these models to keep their brands safe. A must-read for everyone who cares about the future of their company. --Marty Neumeier Shakespeare tells us that: "who steals my purse stealshellip; nothinghellip; But he that filches from me my good namehellip; makes me poor indeed." In a world where brands are more vulnerable than ever, Copulsky does a terrific job of clearly identifying the risks to your "good name"; and providing a blueprint for proactively managing these risks. His insights on how to play aggressive brand defense are invaluable. --Mark Zupan, Dean, Simon School of Business and Professor of Economics and Public Policy Increasingly, brand value and trust are influenced less by what companies say and more by what others say about them. Today's social networks provide a great opportunity for companies and their customers to amplify a brand's qualities, but not without risk. Copulsky does a great job describing how these powerful social networks can also quickly damage brands. This book is a must read for anyone involved with shaping and delivering brand strategy. --Chris Abess, V.P. Strategic Marketing, SunPower Corporation The battlefield has shifted from building to protecting brands and

Copulskyr's Brand Resilience is the perfect guide in this new arena—Allen Adamson, author of BrandSimple and BrandDigitaldquo;Because women make and break 80% of all consumer brand relationships, I never thought that I would ...