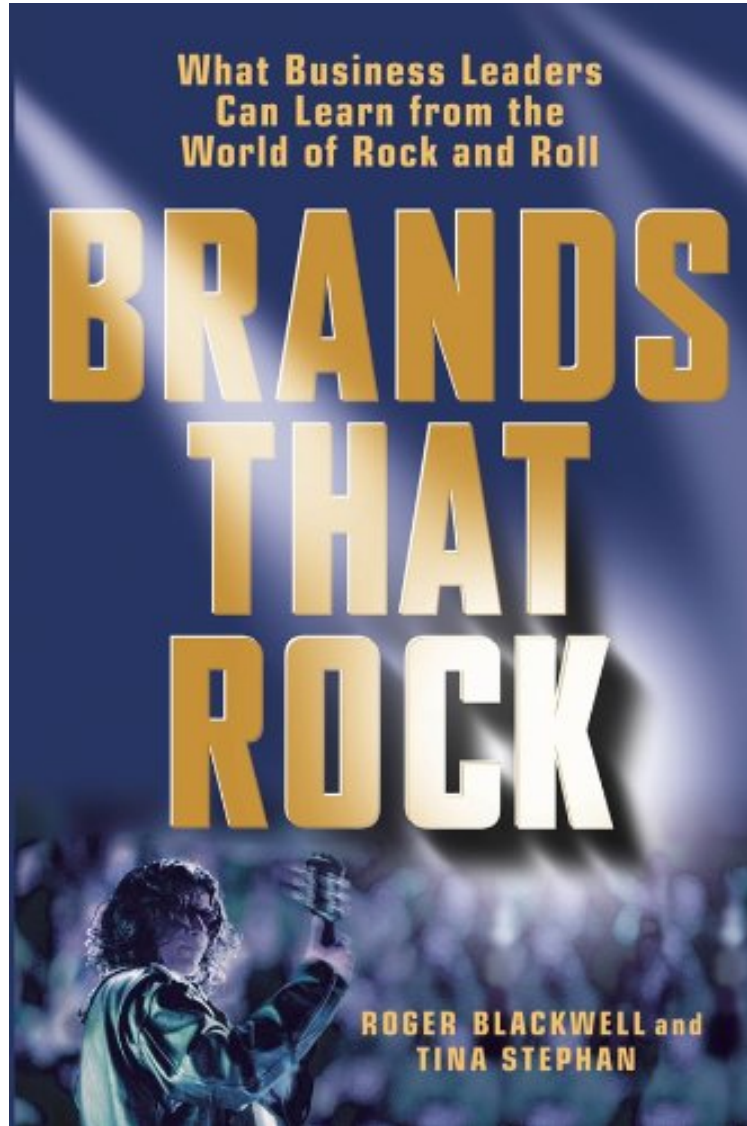


[Download] Brands That Rock: What Business Leaders Can Learn from the World of Rock and Roll

Brands That Rock: What Business Leaders Can Learn from the World of Rock and Roll

Roger Blackwell, Tina Stephan
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Roger Blackwell, Tina Stephan : Brands That Rock: What Business Leaders Can Learn from the World of Rock and Roll before purchasing it in order to gage whether or not it would be worth my time, and all praised Brands That Rock: What Business Leaders Can Learn from the World of Rock and Roll:

0 of 0 people found the following review helpful. Learn about how musical acts craft a strategy in various facets of their trade and reach out to their consumers (fans)By NASH FULENAI am an avid fan of music bands and artists, especially in how their stories behind the stories can be paralleled to those of companies and business stories. Learn

about how these acts craft a strategy in various facets of their trade and reach out to their consumers (fans). My complaint is that the author only focuses on commercial rather than critical success, i.e. on the chart-topping successes and fails to see that some bands realise their fortunes via other means, as for example, through concert performances or product merchandising or that some really are not intent on being number 1 and the market leader but enjoy themselves too in the process and not just being a Billboard or Grammy winner.

6 of 6 people found the following review helpful. Engaging, entertaining, approach to marketing strategy

By Dave

Another reviewer had several harsh things to say about this book, which probably stems from the book's front cover positioning this as a text for "business leaders". While business leaders might indeed gain some useful insights from the authors, this book isn't explicitly for them. It's for every marketer with an FM radio. The authors make liberal use of pop culture references throughout the book, providing touchpoints that readers will instantly relate to. For example, I've read a number of books that analyze the strategies that built Wal Mart into the giant it is today, but none have been as interesting as this book's treatment of the topic. Here's a bit from Chapter 4 of the book: "Like KISS, which had decided that starting out as a whale in a pond was better than starting out as a minnow in an ocean, Wal-Mart chose to build its brand and fan base in rural America, segment by segment, foregoing mass markets where it had relatively few differential advantages. By staying away from cities and suburbs, Wal-Mart avoided head-to-head competition with giants Sears and Montgomery Ward... winning fans town by town for several decades, gradually amassing scale." The authors have packed the book with this sort of imagery, making the marketing concepts covered a snap to grasp. To put it simply, this book rocks!

10 of 10 people found the following review helpful. Excellent Read! Turn your clients into fans!

By James Bohrer

Actionable advice for entrepreneurs that want to strengthen relationships with their customers. This book is loaded with examples of how rock stars create an emotional connection with their fans and in turn how we can. I am using lessons learned from this book every day in my business. I recommend this book to anyone who wants to strengthen relations with existing clients and earn new clients!

The unique ability of rock and roll to inspire fanatical support from its customers is undeniable; the loyalty showered upon the Rolling Stones, Elton John, Aerosmith, and others who create it, unmatched; and the lessons for corporate America, endless. In the past, business leaders have looked to the successes of other firms to guide their own strategies for increasing market share and capturing more consumer attention, spending, and loyalty. However, in today's hyper-competitive marketplace, managers are looking for ways to shake, rattle, and roll corporate America's traditional marketing and branding mindset. In *Brands That Rock*, Roger Blackwell and Tina Stephan, co-authors of best-selling *Customers Rule!* and *From Mind To Market*, take readers behind the music to uncover how businesses can create brands that become adopted by culture and capture a long-term position in the marketplace. *Brands That Rock* takes a unique, behind-the-music look at how businesses can increase brand awareness, customer loyalty, and profits by implementing some of the same strategies that legendary bands have used to transform customers into fan and create deep, emotional connections with them. Aerosmith and Madonna offer insight into how to evolve a brand to remain relevant in the marketplace without alienating current fans, while the Rolling Stones and KISS prove that successful execution at all levels of the brand experience are key to capturing long-term loyalty. Stephan and Blackwell also examine how businesses, from Victoria's Secret and Wal-Mart to Cadillac and Kraft, have implemented "rock and roll strategies" to become adopted by culture and secure fans in their own right.

Filled with fun anecdotes and interviews from industry insiders, *Brands That Rock* will relate to managers who grew up with classic rock, showing them how build iconic brands, and delight fans decade after decade. Roger D. Blackwell (Columbus, OH) is President of Roger Blackwell Associates, a consulting firm that works with Fortune 500 companies in the areas of consumer trends, strategy, e-commerce, and global business. A highly sought-after speaker, he is also Professor of Marketing at the Fisher College of Business at The Ohio State University. Tina Stephan (Columbus, OH and New York, NY) is Vice President of Roger Blackwell Associates. Together, they have collaborated on eight books, including *Customers Rule!* and *From Mind to Market*, and numerous articles and research projects.

From the Inside Flap "Reading *Brands That Rock* is like attending business school, where classes on customer loyalty, consumer behavior, and branding are taught by Mick Jagger, Elton John, Steven Tyler, and Madonna." —Tommy Hilfiger, Designer Cadillac and The Rolling Stones. Victoria's Secret and Madonna. Wal-Mart and KISS. What could these corporate brands and legendary rock bands have in common? Fans—devoted customers who not only display long-term buying loyalty and an insatiable appetite for spending, but evangelize to others the reasons for their adoration. Today's competitive times demand that retailers and manufacturers alike identify new ways to attract and retain customers. But few venture far from what their competitors have attempted. *Brands That Rock* takes you on a bold leap into the world of rock and roll and reveals how great companies can turn customers into fans with the same marketing strategies used by some of the biggest rock stars in history. Like the one-hit wonders of the music world, most brands come and go, failing to survive pricing and advertising onslaughts from competitors. Why? Most successful rock stars will tell you that achieving cultural icon status depends on creating emotional connections with

fans—be it a music group, a retailer, or a brand of coffee. Brands That Rock highlights strategies for developing deep connections between brands and people that are used by many of today's biggest and longest-lived rock groups, including: Building brand loyalty one fan group at a time Staying fresh in the marketplace while staying true to your core strength Evolving at a rate that doesn't alienate current customers Focusing on the entire brand experience Exuding energy and passion to command respect and grab attention Even the most popular customer service programs can't transform customers into fans—the personality of a brand that resonates in the marketplace. If you want to increase market share, enhance brand longevity, or get your brand on stage and keep it rocking for years to come, this book shows you how.

From the Back Cover
Praise for BRANDS THAT ROCK
"Brands That Rock: A sexy fusion of rock 'n roll, hip hop, and fashion. This is what I call 'fashion-tainment.'"—Sean "P. Diddy" Combs, Chairman of Sean John
"Roger has captured the essence of marketing by highlighting the know-how of some of the most exciting music industry entertainers. This is both a must-read for any marketing professional and one of the most interesting books on the art of marketing to consumers. Bravo!"—Henry Juskiewicz, Chairman CEO, Gibson Guitar Corporation
"Out of the scores of recent books on brand building, this is the most unique and inspired one that I have read. By showing the ways that successful rock 'n roll bands build and preserve their fans, Blackwell and Stephan draw masterful lessons for even the most staid of packaged goods brands."
—Philip Kotler, author of Marketing Management and Marketing Insights from A to Z
"Brands That Rock takes you through the loyalty-building process and carefully explains brand importance. Thinking back, even Wal-Mart used a basic musical lyric to get the customer's attention. Our first TV jingle (in the 1970s) sang out 'Come to Wal-Mart, for savings you can see, everywhere you look.'"—Jack Shewmaker, Wal-Mart Director
"Getting new ideas across to people is what Tina Stephan is talking about in this book. The connections that she makes are great."
—Calvin Klein
"Once again, Blackwell hits the nail on the head. Brands That Rock is another thought-provoking read from one of our nation's leading marketing minds. The connections between brand marketing and the music industry are cleverly explored in this must-read for today's generation of brand managers."
—Christopher M. Connor, Chairman and CEO, The Sherwin-Williams Company
"This book couldn't be more timely. The best brands know and behave as if they are a part of popular culture. As current as the next hot single or stadium concert, Roger and Tina have it exactly right. Plus, they rock!"—Ed Razek, President and Chief Marketing Officer, Limited Brand and Creative Services
"The secrets to brand leadership rest in the emotional connections to one's core base. Brands That Rock brings this tough-to-really-learn lesson to life for today's marketers who have been rocking to this very backbeat all their lives in a fresh and exhilarating way."
—Todd Cunningham, Senior Vice President, MTV Brand Strategy and Planning

About the Author
ROGER BLACKWELL is a Professor of Marketing at the Fisher College of Business at The Ohio State University, as well as President of Blackwell Associates, a consulting firm that advises Fortune 500 companies on consumer trends, strategy, e-commerce, and global business. He has authored over twenty books, including Consumer Behavior, Ninth Edition, From the Edge of the World, From Mind to Market, and Customers Rule!. For more information, please visit www.rogerblackwell.com.
TINA STEPHAN is President of BTR Consulting, a firm specializing in branding and marketing services, and an associate with Roger Blackwell Associates. She has collaborated on seven other books, including From Mind to Market and Customers Rule!. Please visit www.brandsthatrock.com for more information.