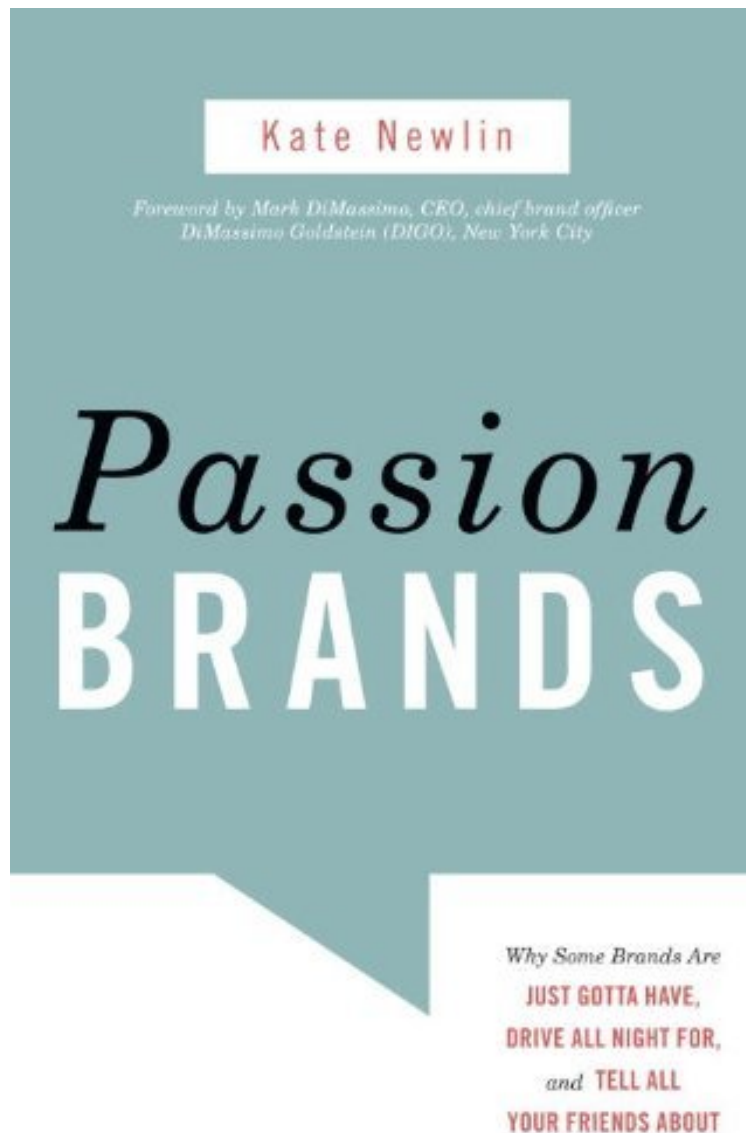


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Passion Brands: Why Some Brands Are Just Gotta Have, Drive All Night For, and Tell All Your Friends About

Kate Newlin

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Kate Newlin : Passion Brands: Why Some Brands Are Just Gotta Have, Drive All Night For, and Tell All Your Friends About before purchasing it in order to gage whether or not it would be worth my time, and all praised Passion Brands: Why Some Brands Are Just Gotta Have, Drive All Night For, and Tell All Your Friends About:

2 of 2 people found the following review helpful. Only branding book you need.By T. RuckerIt was an inspiring read

from start to finish. If you are building your brand or attempting to resurrect one, the examples here will engage you to think about your values as well as those of your customers. Most importantly, it provides a canvas upon which you can begin to think strategically about stepping outside of the box and creatively engaging your customers so they feel compelled to talk about your brand, to recruit others to your brand, and even to lose friends for your brand. That is passion! I purchased two additional copies for friends and anytime I talk to another entrepreneur about branding/marketing, I'll point them here first. 2 of 2 people found the following review helpful. Why Passion Brands is a Must Read By Amy Marcus In her latest book, Passion Brands, Kate Newlin brings to life the truth that passion brands are much more than inanimate objects - - they have very human relationships with their users. One comes away with the understanding that passion brands are like people who you love and love you. People who come from healthy, collaborative environments where there is permission to fail. They are born from a world of abundance versus scarcity. The relationship with a passion brand is a highly valued and sensitive relationship. Friends who reject this relationship are thought less of versus the other way around. Newlin then shares her passion for passion brands by explaining what is critical to developing and sustaining such valuable equities. I recommend this highly insightful book to all marketers, advertisers and researchers involved in creating and sustaining winning brands as this book will most definitely increase the likelihood of success. ____ Amy Marcus, Creative Brand Strategist and former Vice President of Marketplace Insights at American Express, Consumer and Small Business Cards 2 of 2 people found the following review helpful. Extraordinary Book By pantigo I just read the book and it is terrific. I think the best marketing/business book I've read. Very well written and clear and to the point. Unlike most writers on marketing she has something to say and knows how to say it--as opposed to the endless anecdotes and skimpy thesis we so often see in this kind of writing. The examples she uses are actually interesting and make the case. It's original and interesting. Young marketing people would do well to learn from this.

What makes some brands stand out from the pack year after year? In a vast marketplace glutted with countless "pretty good brands," how are some products able to command unquestionable customer loyalty and lasting enthusiasm? Veteran business strategist Kate Newlin defines the key ingredients that go into passion brands—brands that we recommend to friends wholeheartedly, with a joyous, even evangelical zeal. Passion brands inspire an emotional attachment. Unlike consumer fads, we become personally invested in them, sometimes even more so than we do with our friends and loved ones. Newlin identifies the social factors that have made passion brands the driving force in consumer marketing today. Based on proprietary research, which makes use of in-depth interviews with company executives as well as state-of-the-art analytics, she answers the following key questions: • Are there common characteristics that enable passion brands to become carriers of personal meaning? • What is the financial impact on a company that produces a passion brand? • Do passion brands create a halo over the stock prices? She notes that in a world of almost unlimited consumer choices, the old rules of marketing just don't work anymore (product, package, position, price, and promotion). Now marketers must react to consumers in real time, encouraging "brand democracy" in which users can help decide a product's characteristics, from size and color to how it should be marketed. Passion Brands is must reading for entrepreneurs and denizens of corporate cubicles and boardrooms alike.

"Kate Newlin is one of the sharpest brains in consumer marketing.... Her success in creating, building and reinventing brands should make this work invaluable." -- Daryl Brewster, chairman and CEO, Krispy Kreme "Kate is quite simply one of the smartest individuals I've met in business.... Her raw creativity, coupled with a profound understanding of our culture, market space and consumers make for remarkably actionable thinking." -- Jim Bechtold, director, Proctor Gamble "Kate is dissecting Passion as a branding exercise. Timely, thoughtful and as ever erudite. I love reading her stuff." --Paco Underhill, Author, Why We Buy About the Author Kate Newlin (New York, NY), the principal and founder of Kate Newlin Consulting, is the author of Shopportunity! How to Be a Retail Revolutionary, which was on the "Oprah Selects" list of O magazine in 2006 and was also a recommended selection of the 2006 Harvard Business . With over 25 years of experience in business strategy and marketing, Newlin has worked with a broad cross-section of Fortune 500 businesses, including McDonald's, Pennzoil/Quaker State, Kraft, Hasbro, Cigna, GE Capital, Waldenbooks, LensCrafters, and others.