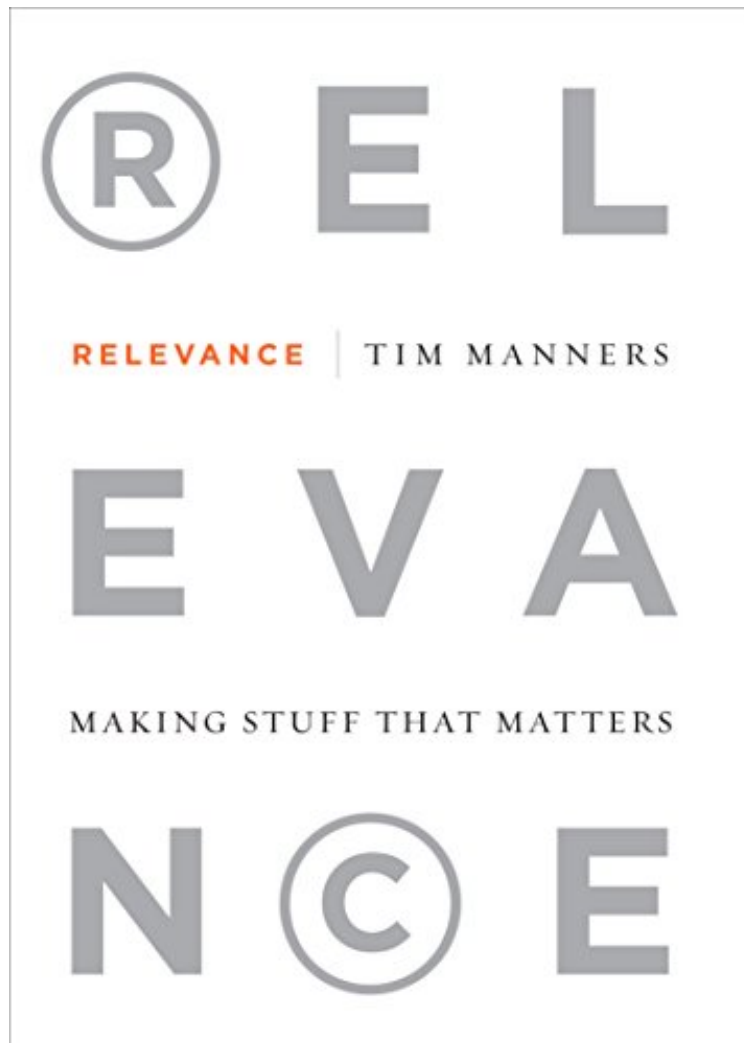


Relevance: Making Stuff That Matters

Tim Manners

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Tim Manners : Relevance: Making Stuff That Matters before purchasing it in order to gage whether or not it would be worth my time, and all praised Relevance: Making Stuff That Matters:

1 of 2 people found the following review helpful. A Book Whose Time Has CLEARLY ComeBy JoanI was fortunate to be awarded a copy of the book for sharing my thoughts about the brand most relevant to me. As I started reading, I found myself nodding in acknowledgment of these basic nuggets of wisdom as to why traditional advertising just "ain't what it used to be." At last, the idea that it is time to let go of demographics is upon us! What an insightful book. I so appreciated the fact that the book itself was relevant in its clarity and simplicity regarding what sound marketing today is all about. I've got shelves of business tomes that are overwritten with so many parenthetical expressions I can't go back and find the actual beginning of the sentence. I especially appreciated the story on radio since my son also began his aspired career in radio. Happily he wound up in health care public relations earning far more than the "four and out

the door" salary of a small station radio. But back to Relevance; the one-on-one discussions with brand leaders were great sound bites that made sense and provided meaningful information. As an avid Cool News fan I had a feeling the tenor of the book would have the same crispness and punch. Tim Manners did not disappoint. As a writer and marketing consultant, the book actually proved beneficial since I used it to recommend a nontraditional, consumer relevant marketing strategy to a new client. Lastly, thought it was great that Tim acknowledged his Dad for teaching him to cook, sew and iron. I look forward more Relevance. Keep up the great work. Joan Mansbach 0 of 1 people found the following review helpful. A must read for any CEO heading to DC in '09 for a bailout! By William Brand For all those people who spent years merging, acquiring, de-merging, leveraging assets and/or off-shoring others to make next quarter's numbers or next year's bonus in the boardroom - and then patting themselves on the back on CNBC --- why not try something new? Make something that matters. Treat people well (especially customers). Then don't fire people so they can't buy your stuff. Relevance shows you how! It's your step by step guide book to real success. For the rest of us, it's simply a refreshing read. Today it seems any one can cut, clip, and compile anything into a self published book clutter and then self blog (or is it flog?) their ego - that's not this book and it's not Manners. Manners masters branding. He nails how business can work - and in rare cases - does. I've been in business 20 years and picked up at least 5 ideas I'm already using. It's a quick read too - perfect for a business trip. Just check out the cover and you know it's worth a look. After you enjoy reading Relevance, email Manners and maybe he will share his "strawberries story" with you. He sent it to me. It will lift your spirits. 1 of 3 people found the following review helpful. How to not waste time, money, and market share providing your customers with things they don't want or need. By Craig Matteson This is a book on marketing. Maybe the subtitle should have read "providing stuff that matters" rather than "making stuff that matters" because what Tim Manners has to say applies to service companies, and non-manufacturing vendors as it does to the companies that actually make products. The book warns you against getting caught up in ideas that seem cool but actually take you out of the sweet spot of your business. For example, in the first chapter on demographics, he shows you how companies get into trying to craft products for certain niches in their demographics and either waste a really good product that could have been used broadly, create a product the niche doesn't want, or one that can't earn any money because the niche is so small and the share of the product in that space is even smaller, or that the niche doesn't even exist. It is an illusion created by your database. Each chapter begins with a series of micro-case studies on the topic, has a series of paragraphs or two insights from well placed business people on that topic and a series of boldface bullet points that make the author's point about that chapter. The ten chapters are on: Demographics - Marketing, Not Apartheid Aspirations - The Happiness Factor Advertising - Accountable to Whom? Insights - Controlling the Conversation Innovation - Suit Yourself Investment - Spare Not Expense Design - Yellow is Number One Experience - What Would Warhol Do? Value - The Value of Value Growth - Zen-Master Profits And a Coda on What's the Point? He also provides a page of "Secrets of Relevant Brands". You could actually begin the book with this section of the book. Easy to read, breezy in style (it's marketing, after all), with some useful points. Review by Craig Matteson, Ann Arbor, MI

After years studying remarkable companies and speaking to some of the most influential leaders around, Tim Manners has discovered a solution to the marketing woes of many brands. Stop worrying about demographics, fads, and cutting-edge advertising. Instead, focus on relevance. Manners shares how the best of the best create solutions to their customers' problems and help them live happier lives. You'll learn how: Levi's reasserted relevance when it created wardrobe solutions for men. Dunkin' Donuts stopped trying to mimic the look and feel of Starbucks and found success by delivering a simple, quick cup of joe. Hasbro reinvented board games for today's time-pressed consumers. Kleenex's new germ-fighting tissues helped keep the company relevant by turning a useful product into a necessary one. Staples stopped wasting its shoppers' time with extraneous products. Nintendo's simple design for the Wii appealed to consumers of all ages and game designers alike, allowing it to outsell its competitors. The path to sustainable growth for your brand begins with designing meaningful solutions and providing them when and where people need them most. Relevance will teach you how to become indispensable.