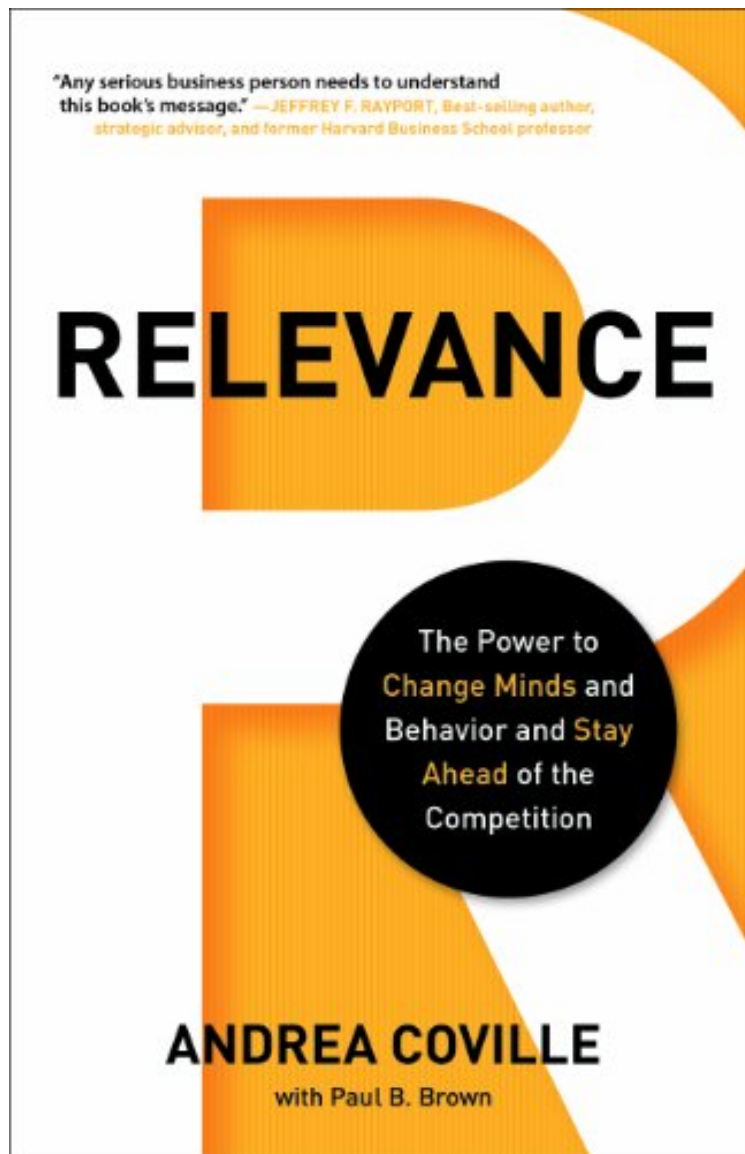


(Free and download) Relevance: The Power to Change Minds and Behavior and Stay Ahead of the Competition

Relevance: The Power to Change Minds and Behavior and Stay Ahead of the Competition

Andrea Coville

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Andrea Coville : Relevance: The Power to Change Minds and Behavior and Stay Ahead of the Competition before purchasing it in order to gage whether or not it would be worth my time, and all praised Relevance: The Power to Change Minds and Behavior and Stay Ahead of the Competition:

0 of 0 people found the following review helpful. A timeless and timely ideaBy Jerry W JohnsonI'll confess upfront to

a bias as I worked with the authors on several, small research elements that made the cut. That is, the authors found the research relevant! So this review is as much a view from a researcher than a reader or reviewer. As a researcher, in exploring this subject I became increasingly convinced that understanding what relevance is (and is not), how it happens, and what it does to and for people is the biggest communications challenge of our time. While the idea of relevance is timeless, the need for relevance is particularly acute today. Confidence in tradition and institutions are fading. Technology has torn down some walls while at the same time building new ones (some more impenetrable than those they replaced!). With that the tolerance for the "irrelevant" - whether it is an organization, an idea, a product, or a person - is at an all-time low. It is not that "being relevant" did not matter in the past. Only that it may be all that matters at the present. The authors, IMHO, give a fresh look at something that many need to take a fresh look at!

0 of 0 people found the following review helpful. Excellent Guide for Marketers About What Really Matters To Buyers

By Mary Modahl Coville's book takes on the central challenge in marketing today: how to matter -- really matter -- to your customer when they are bombarded by information and offers. Her prescription, described in "Relevance," is spot on. As marketers we can often fall back into considering only one of the four areas of Relevance: how people think about the product - its features and benefits. Coville shows how addressing people's values, their sense themselves as part of a community, and the sensory aspects of experience, can make a product profoundly relevant to people - and thus drive far greater long term value. Relevance is not only thought provoking, it offers a practical guide for developing more effective marketing programs.

0 of 0 people found the following review helpful. There is a reason this book is a best-seller

By J Lawlor It is widely known that customers connect to your brand on an emotional level...this book adds another compelling element of relevance. It is worth your time to read the insights and fresh perspective that is shared. It brought new ideas to my current practices and assumptions. Was a great read and has stayed with me.

Today, when companies and customers are faced with an infinite number of messages, the word "relevance" has taken on a new meaning and dimension. We know that relevance matters, but what does that mean exactly? Andy Coville guides leaders and executives toward the realization that if they can focus on a single, guiding principle -- a magnetic one -- that permeates their brand or company, customers will not only engage but change thinking and behavior in turn. Relevance takes us through the dimensions of relevance -- both qualitative and quantitative -- in order to find the starting point on the Relevance Scale: where we are and where to go from here. The book walks the reader through the elements of staying relevant as well as the circumstances that contribute to establishing a relevance platform. The author offers many examples as well as explaining messaging strategies. Whether you are working with a consumer product, a nonprofit, or a B2B company, Andy Coville believes you, your brand, or your company have the power to change and influence behavior and make an impact.

From Booklist Public-relations executive Coville and journalist Brown advise organizations to ensure that their marketing and communication efforts make a sustained impact on their market, and they offer "relevance" as the guiding principle. Relevance, or "being practical and especially social applicability," is required as today's consumers are fickle, and efforts must be practical and emotional for a deep, sustained, and profitable relationship. Four ways to build relevance include "Segment" (dividing the market into specific categories, such as age and income); "Intangibles, including Thinking" (cognition, which is necessary to change behavior); "Community" (buyers value the opinions of friends and advisors, enhanced by the Internet); and "Circumstances" (including content and context). Consumers have many choices, and technology provides tools for evaluating them. Coville and Brown challenge organizations to be relevant by focusing on results triggering the behavior they desire (consideration of their product) and by providing substance that consumers value. Though clearly an infomercial for Coville's company, nevertheless, this is a thought-provoking guide to success in today's noisy communications world. --Mary Whaley Any serious business person needs to understand this book's message." Jeffrey F. Rayport, best-selling author and Harvard Business School professor

In the non-profit world, you need to engage the hearts and minds of people to believe in and support your mission. Creating relevance is essential to creating emotional attachment to your brand. This book gives fresh insight into making that happen.

By Greg Donaldson, former National VP of Corporate Communications at the American Cancer Society This is much more than a business book. Whether yours is advancing a product, idea, candidate or cause, it's essential to be relevant in this noisy world. Here's how.

By Joe Trippi, owner, Trippi Associates Marketing has never been more challenging. The people you are trying to reach are busier than ever, distracted, and overwhelmed by commercial messages of all kind. If you can show them what your product or service does is relevant to their lives, they will at least listen to you. This book shows you a new approach to break through all the clutter by being relevant.

By Dan Collins, Division VP of Corporate Communications, Corning Incorporated We sell to the world. That can be complicated, but Andy Coville shows that relevance is a universal force. Her insights on influencing customer decision-making can deliver powerful results wherever you do business.

By Minjung Sung, PhD, associate professor, Chung-Ang University Andy Coville demonstrates how something can be relevant to one

generation yet completely foreign to another. Read this book and discover new behavior triggers, how they differ among age groups, and how to engage them at will.” Erica Dhawan, founder CEO, Cotential