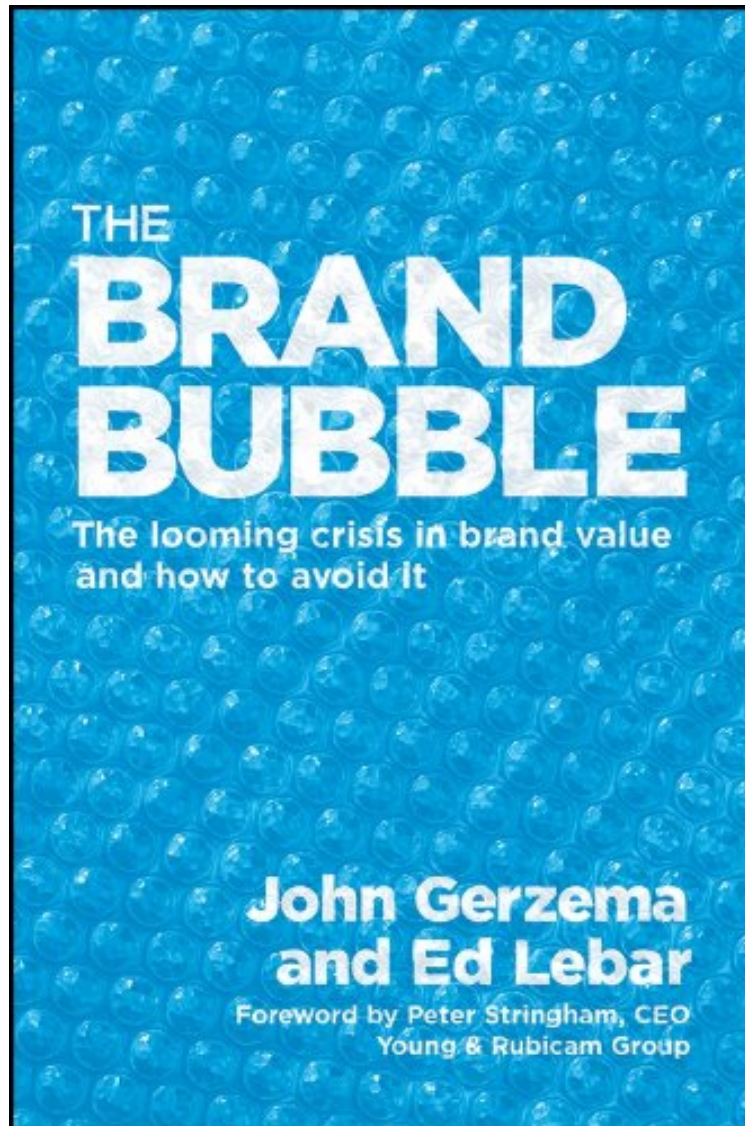


The Brand Bubble: The Looming Crisis in Brand Value and How to Avoid It

Peter Stringham

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0 of 0 people found the following review helpful. Why Tulips Become KryptoniteBy Michael NeissIf you are involved in any facet of communications planning or brand management, Brand Bubble is a much needed and long overdue Tazer to the sternum. Breaking rank with countless other titles on the subject that are painfully long on diagnosis and

woefully short on prescription, Gerzema and LeBar make a meticulous, data-driven case that the conventional pillars and metrics of brand health no longer suffice in a world where markets and product pecking orders are reshaped in the blink of an eye. Beyond the obvious appeal to industry practitioners, Brand Bubble also offers the casual reader a fast-paced, fascinating look inside the brand-building machinery that historically has left them overwhelmed by the escalation in new product introductions and increasingly immune to long-term brand relationships. An essential read. Very highly recommended. 0 of 0 people found the following review helpful. A punch in the stomach for any marketer. By Francesco Arlotti. So many companies invest money in brand related activities to build irresistible brands but actually only few of them succeed in that. What do we really need to keep in mind to not fall into the "brand bubble"? Probably the best book about branding I have ever read! Completely up to date with current market situation. Strongly suggested to all the marketers that don't think that marketing is all about creating t-shirt and catalogues!!!". 0 of 0 people found the following review helpful. Hard Times. By Marco Lombardi. Hard times like the ones we are living (and we will in the future) need hard thinking: a blend of sensitivity and sound data; in this book we have both: two of the most clever brand strategists and evaluations and trends out of Brand Asset Valuator (the largest data bank on brands). The Brand Bubble is in the real economy; this book is helping us in detecting (and eventually) blowing up bubbles around brands we are looking after.

How to use brands to gain and sustain competitive advantage. Companies today face a dilemma in marketing. The tried-and-true formulas to create sales and market share behind brands are becoming irrelevant and losing traction with consumers. In this book, Gerzema and LeBar offer credible evidence--drawn from a detailed analysis of a decade's worth of brand and financial data using YR's Brand Asset Valuator (BAV), the largest database of brands in the world--that business is riding on yet another bubble that is ready to burst--a brand bubble. While most managers still see metrics like trust and awareness as the backbone of how brands are built, Gerzema asserts they're dead wrong--these metrics do not add to increased asset value. In fact, by following them, they actually hasten the declining value of their brands. Using a five-stage model, The Brand Bubble reveals how today's successful brands--and tomorrow's--have an insatiable appetite for creativity and change. These brands offer consumers a palpable sense of movement and direction thanks to a powerful "energized differentiation." Gerzema reveals how brands with energized differentiation achieve better financial performance than traditional brands have. Plus, Gerzema helps readers develop energized differentiation in their own brands, creating consumer-centric and sustainable organizations.

.com How to use brands to gain and sustain competitive advantage. Read a QA with author John Gerzema [PDF]. Companies today face a dilemma in marketing. The tried-and-true formulas to create sales and market share behind brands are becoming irrelevant and losing traction with consumers. In this book, Gerzema and LeBar offer credible evidence--drawn from a detailed analysis of a decade's worth of brand and financial data using YR's Brand Asset Valuator (BAV), the largest database of brands in the world--that business is riding on yet another bubble that is ready to burst--a brand bubble. While most managers still see metrics like trust and awareness as the backbone of how brands are built, Gerzema asserts they're dead wrong--these metrics do not add to increased asset value. In fact, by following them, they actually hasten the declining value of their brands. Using a five-stage model, The Brand Bubble reveals how today's successful brands--and tomorrow's--have an insatiable appetite for creativity and change. These brands offer consumers a palpable sense of movement and direction thanks to a powerful "energized differentiation." Gerzema reveals how brands with energized differentiation achieve better financial performance than traditional brands have. Plus, Gerzema helps readers develop energized differentiation in their own brands, creating consumer-centric and sustainable organizations. From School Library Journal. These authors both hold senior positions at Young Rubicam (YR), part of the largest ad agency holding company in the world, WPP Group. Their book sounds an alarm based on a gap in value between how consumers and investors perceive brands. The authors have a proprietary research tool that they use to measure value, and they've found that investors reward companies with greater brand awareness, even if consumers don't see much utility. The book presents recommendations on how to close the gap between consumer and company perceptions. Many other books present theories about branding. Al and Laura Ries's The 22 Immutable Laws of Branding offers a hands-on approach to branding, focusing on what works and not necessarily why, while Janelle Barlow and Paul Stewart's Branded Customer Service attacks the problem of branding from the view of the customer experience. David A. Aaker and Erich Joachimsthaler's Brand Leadership's more quantitative approach and academic perspective can be compared most closely to this new book. The Brand Bubble is appropriate for a business school or corporate library and will be useful to marketers as well as investors. — Stephen E. Turner, Turner Devaughn Network, Abington, PA Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. Selected One of the Best Marketing Books of 2009 by Strategy + Business Voted to the BusinessWeek bestseller list, December 2008! Voted Best Business Book of 2008, Advertising/Marketing — 800-CEO-READ Voted #6 Book You Should Have Read in 2008 — AdAge "If consumer and investor perceptions of brand value have indeed been diverging, a huge reassessment of the value of brand-owning companies may still lie ahead" — Financial Times, October 23, 2008" A

wake-up call for marketers that think more branding per se will save them."mdash;Harvard Business , November 2008These authors both hold senior positions at Young Rubicam (YR), part of the largest ad agency holding company in the world, WPP Group. Their book sounds an alarm based on a gap in value between how consumers and investors perceive brands. The authors have a proprietary research tool that they use to measure value, and they've found that investors reward companies with greater brand awareness, even if consumers don't see much utility. The book presents recommendations on how to close the gap between consumer and company perceptions. Many other books present theories about branding. Al and Laura Ries's *The 22 Immutable Laws of Branding* offers a hands-on approach to branding, focusing on what works and not necessarily why, while Janelle Barlow and Paul Stewart's *Branded Customer Service* attacks the problem of branding from the view of the customer experience. David A. Aaker and Erich Joachimsthaler's *Brand Leadership*'s more quantitative approach and academic perspective can be compared most closely to this new book. *The Brand Bubble* is appropriate for a business school or corporate library and will be useful to marketers as well as investors.mdash;Stephen E. Turner, Turner Devaughn Network, Abington, PA (Library Journal, September 15, 2008)"The authors have access to one of the richest longitudinal marketing ...