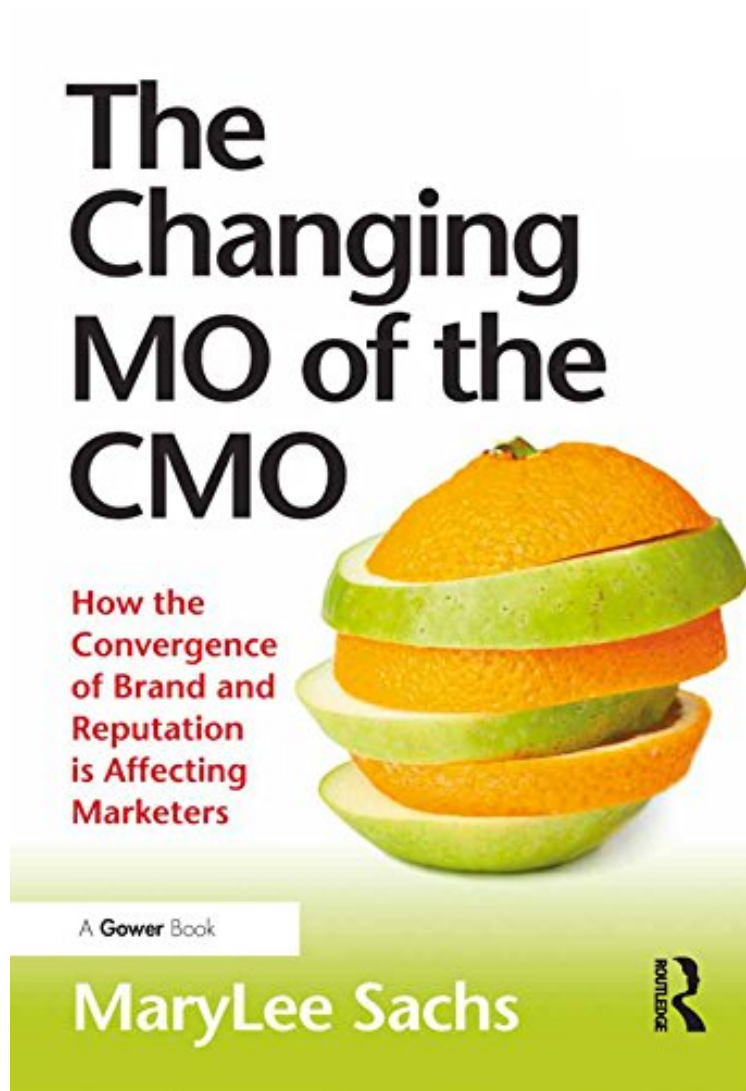


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The Changing MO of the CMO: How the Convergence of Brand and Reputation is Affecting Marketers

MaryLee Sachs

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MaryLee Sachs : The Changing MO of the CMO: How the Convergence of Brand and Reputation is Affecting Marketers before purchasing it in order to gage whether or not it would be worth my time, and all praised The Changing MO of the CMO: How the Convergence of Brand and Reputation is Affecting Marketers:

0 of 0 people found the following review helpful. Perfect TimingBy Michael Morley, author of "The Global Corporate Brand Book"MaryLee Sachs has made an important contribution to the perennial question: where does public relations fit into the organization and to whom should it report? She is right to point out that there is no simple answer. So any

reader looking for a pat formula will be disappointed. But intelligent executives will be helped to find their own solutions by studying the case histories featured, to get the right fit for their own organizations' structures and cultures. In fact just a few more cases would have strengthened the book. The relative roles of CMOs and CCOs (chief communications officers) or CROs (chief reputation officers), along with the breaking down of silos, are hot topics of the moment, so the publication of this volume could not have been better timed. 1 of 1 people found the following review helpful. All C Level execs or aspiring C Level execs-a must read By Meg The Changing MO is an excellent book for all business professionals. The book explores how important the brand reputation is to drive a more holistic approach to marketing which includes engagement and public relations. The book is based on interviews with leading CMO's. Although the focus is on the CMO in particular, each chapter dissects a business leaders role within an organization and how that role fits into the larger organization. The book was very well written, researched and the information is way beyond "nice to know", it is meant for deep thinking and analysis that will provide leading executives with insight to be adapted for their particular situation. The book does not provide answers per se as few business sectors are alike- however, it provides a deep analysis that allows the reader to ask themselves questions and likely answers to their particular situation that is executable immediately. This is a must read for all C level executives, regardless of your area of expertise. This book will be on my desk for reference often and will not collect dust on my shelf! 0 of 0 people found the following review helpful. An excellent analysis By HPMMs Sachs takes on a subject which has long perplexed the industry - where should PR sit within the organisation. She manages to condense a robust analysis into a concise volume. However, basing the analysis on well-known, real world case-studies, means that any professional looking for the best answer for their business will have plenty of useful examples for their consideration. Her writing is clear, concise and easy to read.

MaryLee Sachs explores the relationship and increasing blur between the marketing discipline and the public relations profession. How do the two mix? What is their role in a world where the growth of digital and social media has contributed to an increasing lack of control over how brands are perceived? Drawing on the experiences of Chief Marketing Officers (CMOs) from 10 iconic organizations with business and consumer brands across the globe, *The Changing MO of the CMO* explores how some organizations are making the most of a blended approach to communications and marketing and how CMOs can respond to and prepare for their new responsibilities. It illustrates how PR can provide: cent; authenticity, relevance and advocacy to marketing; cent; integration of an organization's approach to paid, owned and earned media channels; cent; a strategic risk management tool for assuring reputation and managing crisis communication. Changing the traditional roles of marketing and communications may be an imperative for organizations. That doesn't make it easy. This readable and credible short guide provides a sense of the opportunities and obstacles involved and the vision required to change the culture of marketing and communications. *The Changing MO of the CMO* is an important book for developing a new model of marketing; it should be read by all CMOs charged with defining and implementing changes.

A goldmine of information and findings about how CMOs are incorporating social media and public relations in their marketing toolkit. --Philip Kotler, S. C. Johnson Son Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University MaryLee Sachs, through her insightful interviews of CMOs, offers a unique view into the challenges faced by marketers today. What's clear is that a good CMO is not focused on reporting structure but rather on alignment between two critical disciplines (Marketing PR) in the interest of driving growth for a business. --Maryam Banikarim, CMO of Gannet Co. Emerging media has emerged as the socialized way we now market and communicate. MaryLee offers insights and relevant examples that motivate us to move past traditional roles and embrace stakeholder engagement as the new MO for CMOs. --Christa Carone, Chief Marketing Officer, Xerox About the Author MaryLee Sachs has over 25 years of experience in integrated marketing, most recently as US Chairman and Worldwide Director of Consumer Marketing for PR giant Hill and Knowlton. She has worked with and advised many blue chip organizations including Procter and Gamble, Kellogg's, PepsiCo, HSBC, Motorola, American Express, Frito-Lay, Porsche, Kodak and Anheuser-Busch. MaryLee has been based in the US for the last nine years where she has been an active member of the Marketing 50 and an advisor to The CMO Club. She served as a jury member for the PR category in its inaugural year at the Cannes Lions International Festival of Creativity in 2009, and she is a member of the Marketing Group of Great Britain, the Marketing Society (UK), PRSA and Advertising Women of New York.