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The Influentials: One American in Ten Tells the Other Nine How to Vote, Where to Eat, and What to Buy

Edward Keller, Jonathan Berry


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*One American in ten
tells the other nine
how to vote, where to
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They are

The Influentials



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Edward Keller, Jonathan Berry : The Influentials: One American in Ten Tells the Other Nine How to Vote, Where to Eat, and What to Buy before purchasing it in order to gage whether or not it would be worth my time, and all praised The Influentials: One American in Ten Tells the Other Nine How to Vote, Where to Eat, and What to Buy:

0 of 0 people found the following review helpful. I love reading, travellingBy Seanaacute;n Oacute;
Coistiacute;nHaving read this book, I know that I am one of the Influentials. I love reading, travelling, gadgets, history

and politics. I was nodding in agreement throughout the book. I was very impressed by the fact that Influentials wanted a device that was a mobile telephone, a music player, a camera and an internet browser all in one. This book was written in 2004. The iPhone was released in 2007 which was the year that I read it. I was amazed that the iPhone was exactly what the Influentials wanted. This book is well worth reading. 0 of 0 people found the following review helpful. amazing By Jeff Barry nice and perfect for the student this book, must read this book of Edward Keller 0 of 0 people found the following review helpful. Time has been unkind and it hasn't been that long. By Kenneth Watson A bit of flattery for those who fill out online surveys. If that is you....

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From Publishers Weekly There's a group of people, Keller and Berry posit, who are responsible for driving trends, influencing mass opinion and, most importantly, selling a great many products. These are the Influentials, the early adopters who had a digital camera before everyone else and who were the first to fly again after September 11. Like Malcolm Gladwell (*The Tipping Point*), these authors are keen to point out a common phenomenon and spin it for the edification of marketing executives. Their assertion is that 10% of Americans determine how the rest consume and live by chatting about their likes and dislikes. Keller and Berry spend most of the book bolstering their theory with extensive findings from Roper polls (both authors work for Roper). Following this is a suggested plan of action for capturing Influentials' interest, with suggestions on how to target them, how to sell and even how to treat them in a customer service setting. Being an Influential today is similar to being a Vanderbilt in a bygone era: "[T]he company should invite them in and engage them in a conversation... and keep tabs on them in the weeks that follow." Because its points are so concrete and straightforward, the book should have little trouble finding adherents who want to woo such a powerful consumer base. Keller and Berry's theories are compelling and exceedingly well researched, and should be a boon to anyone looking to promote the next big thing. Copyright 2002 Reed Business Information, Inc.

From Library Journal Veterans of Roper ASW, Keller and Berry based their first book on decades of research through the Roper Polls. Their findings suggest that one in ten people affects the way everyone else thinks via word of mouth. Presenting profiles of 12 such "Influentials" along with results of the polls, the authors argue that the most influential people in America are often everyday people, folks in one's own neighborhood who are active in civics, charities, and religious institutions. The premise is that marketers who understand these dynamics can focus their resources on these individuals in order to influence everyone else. Though the authors support their arguments with an impressive array of statistics, provided in minute detail to substantiate the premise, a much more lively discussion of a similar theme can be found in Malcolm Gladwell's *The Tipping Point*. Clearly targeted toward practicing marketing professionals and business executives, this book is appropriate for libraries with specialized collections, such as those in business schools and advertising/PR agencies. Stephen Turner, Turner Assocs., San Francisco Copyright 2002 Reed Business Information, Inc.

From Booklist The word itself--influentials--has been floating around in the jargon of advertisers and marketers for some time now. Not until Keller and his cronies from the research firm Roper ASW explore much more deeply the id and ego of this population segment does any clarity arrive. Based on the solid research of six decades of even more solid research, this compilation and analysis will prompt many nods of agreement, because somewhere, at some time or another, readers have either encountered or become an influential. Neither the wealthiest nor the most powerful, influentials are the one surefire vehicle for the spread of ideas, underscoring the importance of word of mouth. In each chapter, at least one "profile in influence" introduces us to a real-life mover and shaker, an individual who leads an activist, value- and family-filled life. Implications for marketers can be found in case studies, say, on the trend of entrepreneurialism, environmentally friendly products, and the like. From the mayor of Richmond, Indiana, to a Native American who participates in the Iditarod: expect a fact-filled yet intriguing read. Notes on methodologies appended. Barbara Jacobs Copyright copy; American Library Association. All rights reserved