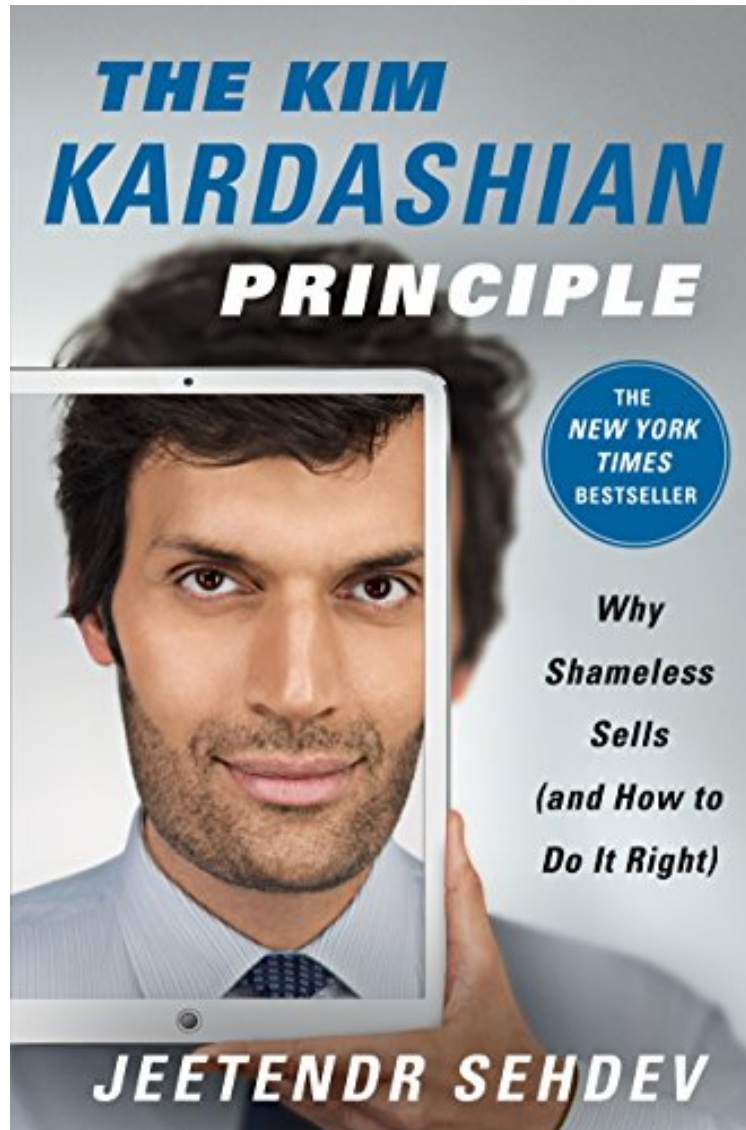


(Free) The Kim Kardashian Principle: Why Shameless Sells (and How to Do It Right)

The Kim Kardashian Principle: Why Shameless Sells (and How to Do It Right)

Jeetendr Sehdev

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Jeetendr Sehdev : The Kim Kardashian Principle: Why Shameless Sells (and How to Do It Right) before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Kim Kardashian Principle: Why Shameless Sells (and How to Do It Right):

4 of 4 people found the following review helpful. I am looking forward to being able to better understand the influence (and the appeal) of "new" celebrities ...By Matthias I'm not a huge consumer of reality media, so it was refreshing to read this interpretation by an expert. Though I don't plan to start watching the Kardashians, I am looking forward to

being able to better understand the influence (and the appeal) of "new" celebrities on mainstream culture. This book does a great job contextualising how authenticity became a requirement for celebrity. Plus, this book is hilarious and fun to read! 3 of 3 people found the following review helpful. Real life guide to becoming famous By Selassie I just finished this book and I think it's amazing! The author makes it very easy to understand the science to becoming famous. I didn't even know there was a recipe in the first place! It's a quick read, and the author is hilarious. I personally think the author does a great job of being relatable and practical. My favorite section was around the power of hate and loving your haters. Sehdev talks about how hate is a status symbol, like a valuable power move. If people aren't hating on you then you don't have a strong brand. It's like the lyrics to that song "Give Something to Talk About" All media, good or bad is good for brand and celebrity status, and/or relevance. Sehdev is completely spot on. Having closed the last chapter of the Kim Kardashian Principle, I admit that I have a clearer understanding of how to use social media to my advantage. Specifically, if I'm looking for attention or a strong presence in media; I can create ideas that will achieve this because of the numerous examples provided in the chapter summary. If you love celebrities, brands and like to learn about becoming more famous "The Kim Kardashian Principle" is the book for you. It's built on some solid research, and Sehdev knows what he's talking about. Incredibly original, convincing and interesting stuff. Very nicely done and the sketches add a nice touch! 3 of 3 people found the following review helpful. Great combo of intelligent insight, analysis and engaging back story! By S. Miller Intelligent, insightful, smart, cool page turner!

The Instant New York Times, Wall Street Journal, and Washington Post Bestseller! How do social media stars attract such obsessive attention—even more than the Hollywood A-list? And what can they teach us about making our own ideas, products, and services break through? The world's leading authority on celebrity branding, Jeetendr Sehdev, whom Variety calls "the best in the business," tackles these questions head-on. Sehdev shows why successful images today—the most famous being Kim Kardashian—are not photoshopped to perfection, but flawed, vulnerable, and in your face. This total transparency generates a level of authenticity and intimacy with audiences that traditional marketing tactics just can't touch. The Kim Kardashian Principle reveals the people, products, and brands that do it best—from YouTube sensations like Jenna Marbles to billionaire tech mogul Elon Musk—and proves why the old strategies aren't working. After all, in a world where a big booty can break the Internet and the president is a reality TV star, self-obsession is a must-have. No posturing, no apologies, and no shying away from the spotlight. The Kim Kardashian Principle is a fresh, provocative, and eye-opening guide to understanding why only the boldest and baddest ideas will survive—and how to make sure yours is one of them.

One of Bustle's 20 Best Nonfiction Books coming in March 2017 "The best in the business." Variety "Jeetendr creates a power manifesto for anyone who wants to lead the why-not-me generation. One-upping Malcolm Gladwell, he uses his marketing genius, historical perspective and pop-culture prowess to help us navigate a world where PewDiePie is more name-checked than Brad Pitt. And his own story of how he rose from buttoned-up British schoolboy to Hollywood's new phenom is simply inspiring. Edifying and captivating stuff!" Us Weekly "The love child of TMZ and The Economist." David Geha, Senior Producer, Extra "Sexy, intelligent and full of swagger; Jeetendr has single-handedly shaken up Hollywood by exposing the power of YouTubers versus traditional celebrities. Now, he motivates us all to become our most fearless and authentic selves." Jennifer Prince, Head of Entertainment Sales, Twitter "A genius provocateur, Jeetendr gets to the heart of what motivates people today. Be true to yourself, have the courage to be flawed and let your freak flag high! A masterpiece of audacity, inspiration and entertainment." Brian Stolz, Chief People Officer, Activision Blizzard "More than a marketing bible... Jeetendr's KKP is a movement!" Kelly Mullen, Head of U-Entertainment, Unilever About the Author Jeetendr Sehdev is the world's leading celebrity expert. A trailblazer in pop culture insights, he has become one of the most prominent figures in celebrity news and a sought-after advisor to top international companies. Jeetendr's research on the power of YouTube stars continues to make global headlines and has gained him influencer status and over a million subscribers on social media. He is a familiar face on shows like Access Hollywood, The Insider and CNN Tonight and he regularly writes opinion pieces for publications like The Guardian and Forbes. A graduate of Oxford University and Harvard Business School, Jeetendr is a British national who now lives in sunny Los Angeles where he teaches at the University of Southern California.