

Big Brands Big Trouble Lessons Learned The Hard Way

One of the most respected marketing gurus in the world shows why some of today's biggest brands are having trouble and how to avoid repeating their mistakes. It wasn't long ago that Levi-Strauss, Xerox, Crest, AT&T, Firestone, and Digital Equipment dominated their respective markets. What happened to undermine their standings and of those of other superbrands? Are their declines simply the inevitable consequence of change and the birth of new competition? In this important predecessor to the classic *Differentiate or Die*, "the king of positioning," Jack Trout answers that question with a resounding "No!" Writing in his signature, straight-from-the-hip style he reveals the disastrous marketing and strategy blunders that led to the dissolution of the most recognized superbrands. He clearly shows how those mistakes could have been avoided. With the help of in-depth case studies chronicling the events leading up to the falls from grace of Sears, Miller Brewing, Xerox, Crest, Burger King, and other past market leaders, he identifies the ten most common mistakes that big brands make, and he develops a set of expert guidelines for marketing managers and executives on how to build, protect, manage, and expand their companies' brands and avoid brand-killing blunders.

Conversations with Marketing Masters offers new insights by gathering the collected wisdom of the most influential marketing thinkers of our age, each of whom has given a structured interview. Covering a wide range of issues and illustrating concepts with cases of success and failure, these seminal dialogues offer a rare look at what made each master great - and a glimpse of the marketing future. The Marketing Masters featured are Philip Kotler, David Aaker, Jean-Claude Larreche, Regis McKenna, Don Peppers, John Quelch, Al Ries, Martha Rogers, Don Schultz, Patricia Seybold, Jack Trout and Lester Wunderman. The conversations are free-flowing dialogues in which each personality is allowed to shine through.

From the 1960s onward, neoclassical economists have increasingly managed to block the employment of non-neoclassical economists, narrow the economics curriculum offered by universities to students, and made their theory increasingly irrelevant to understanding economic reality. Now, they are even banishing economic history and the history of economic thought from the curriculum. Why has this tragedy happened? At this time of accelerating momentum for radical change in the study of economics, "A Guide to What's Wrong with Economics" comprehensively examines the shortcomings of neoclassical economics and considers a number of alternative formulations. In it, a distinguished list of non-neoclassical economists provide an examination of some of the many worldly and logical gaps in neoclassical economics, its hidden ideological agendas, disregard for the environment, habitual misuse of mathematics and statistics, inability to address the major issues of economic globalization, its ethical cynicism concerning poverty, racism and sexism, and its misrepresentation of economic history. In clear and engaging prose, "A Guide to What's Wrong with Economics" shows how interesting, relevant and exciting economics can be when it is pursued, not as the defense of an antiquated and close-minded system of belief, but as a no-holds barred inquiry looking for real-world truths. This book is a must-read for all economists and their graduate students, as well as for the general reader.

How did liberal become a dirty word in American politics? How did compassionate conservative become a viable campaign theme? When did the independent voter become the most sought-after prize in modern campaigns? And why haven't third-party candidates enjoyed similar acclaim? *The Talk of the Party* listens to how the language of partisanship--including words like Democrat, Republican, party, liberal, conservative, and independent--has been used over the past fifty years and how it has created or limited political opportunities. Listening to the talk of the party can teach valuable lessons about campaigns, opportunities for public life, and the future of these American institutions.

A Genie's Wisdom

The Myth of Market Share

Corporate Explorer

The Persuasion Industries

Corporate Reputation and its Importance for Business Success

Why Market Share Is the Fool's Gold of Business

The 22 Immutable Laws of Marketing

Corporate Explorers Transform Disruption Into Opportunity With This Proven Framework Innovation used to be seen as a game best left to entrepreneurs, but now a new breed of corporate managers is flipping this logic on its head. These Corporate Explorers have the insight, resilience, and discipline to overcome the obstacles and build new ventures from inside even the largest organizations. Corporate Explorers are part entrepreneurs, using innovation disciplines to jump start cutting-edge ideas, and part change leaders, capable of creating support for investment. They see that corporations already own the ideas, resources, and—critically—the talent to build new ventures. Companies like Amazon, Microsoft, Bosch, LexisNexis, and Analog Devices enable managers to put these assets to use and gain an upper hand over startups that threaten to disrupt them. Corporate Explorer is a guidebook to the practices that enable these managers to go from idea into action. It demonstrates how success is not only possible but may offer entrenched companies better odds than venture-capital backed startups. This actionable and proven framework explains how managers can become successful corporate innovators; it includes tools to: Learn how to apply innovation practices with greater discipline Turn great ideas into a full-time job as an innovation leader Experiment with and scale original business models Transform innovation programs into a thriving source of new business Attract, retain, and

motivate entrepreneurial talent Energize employees by creating a realistic way to innovate These lessons come from the trailblazers of corporate innovation—Andrew Binns (Change Logic), Charles O'Reilly (Stanford Graduate School of Business), and Michael Tushman (Harvard Business School)—who have decades of experience helping entrepreneurial-minded executives activate employees to become Corporate Explorers. Entrepreneurs take notice—it's time for Corporate Explorers to set the pace and chart the course for disruption. Strategic positioning is the assertion of an organizations personality on decisions of how and where to compete, it determines competitive position in the market place and differentiates the offering to the market. Operational positioning is an exercise in communication that concentrates on perception and image that complements the role of strategic positioning. This book offers an alternative to the traditional process of segmentation, targeting and positioning, highlighting some important implications for management and marketing practitioners as well as academics.

Economics is extremely sick. It is so locked in its past that nearly all of its introductory textbooks are modelled on one that appeared in 1948. The discipline cannot continue in its autistic state much longer. This book takes you to the heart of a fiery and many-faceted debate. It is comprised of 66 articles that have been selected based on their importance to the reform movement and for their accessibility to the general reader. 'Real economic problems' concern real people, so their analysis must be made intelligible to an educated general public if real democracy is to function. All economists must learn to live without the belief that there is only one right way of describing and explaining reality. This requires economists to begin the development of an ethos of honesty regarding the limitations of their chosen approaches.

"A guidebook for how leaders can motivate, engage, and recognize their people all the while growing the business profitably."

—Forbes.com Every year, thousands of visitors come from around the world to visit Menlo Innovations, a small software company in Ann Arbor, Michigan. They make the trek not to learn about technology but to witness a radically different approach to company culture. CEO Rich Sheridan removed the fear and ambiguity that typically make a workplace miserable. With joy as the explicit goal, he and his team changed everything about how the company was run. The results blew away all expectations. Menlo has won numerous growth awards and was named an Inc. magazine "audacious small company." Joy, Inc. offers an inside look at how Menlo created its culture, and shows how any organization can follow their methods for a more passionate team and sustainable, profitable results.

Brands and Branding

Brand Royalty

The Globalization of Nothing 2

Lessons Learned the Hard Way

How We Built a Workplace People Love

Brand Failures

The Making of Modern Britain

Ries and Trout share their rules for certain successes in the world of marketing. Combining a wide-ranging historical overview with a keen eye for the future, the authors bring to light 22 superlative tools and innovative techniques for the international marketplace.

Hailed as "toweringly important" (Baltimore Sun), "a work of scrupulous and significant reportage" (E. L. Doctorow), and "an unforgettable historical drama" (Chicago Sun-Times), Big Trouble brings to life the astonishing case that ultimately engaged President Theodore Roosevelt, Supreme Court justice Oliver Wendell Holmes, and the politics and passions of an entire nation at century's turn. After Idaho's former governor is blown up by a bomb at his garden gate at Christmastime 1905, America's most celebrated detective, Pinkerton James McParland, takes over the investigation. His daringly executed plan to kidnap the radical union leader "Big Bill" Haywood from Colorado to stand trial in Idaho sets the stage for a memorable courtroom confrontation between the flamboyant prosecutor, progressive senator William Borah, and the young defender of the dispossessed, Clarence Darrow. Big Trouble captures the tumultuous first decade of the twentieth century, when capital and labor, particularly in the raw, acquisitive West, were pitted against each other in something close to class war. Lukas paints a vivid portrait of a time and place in which actress Ethel Barrymore, baseball phenom Walter Johnson, and editor William Allen White jostled with railroad magnate E. H. Harriman, socialist Eugene V. Debs, gunslinger Charlie Siringo, and Operative 21, the intrepid Pinkerton agent who infiltrated Darrow's defense team. This is a grand narrative of the United States as it charged, full of hope and trepidation, into the twentieth century.

This is the first book that states the obvious: Marketing is a mess. Marketing guru Jack Trout intends to make a lot of people, who made the mess, very uncomfortable: Advertisers are criticized as people who look for the creative and edgy, not the obvious. They will not be happy. Marketing people are criticized for getting hopelessly entangled in corporate egos and complicated projects. They will not be happy. Research people are criticized for generating more confusion than clarity. They will not be happy. Some big companies are criticized for their ill-fated marketing programs or lack of proper strategy. They will not be happy. Wall Street is criticized for putting too much emphasis on growth that is unnecessary and can be destructive to a brand. They will just ignore this criticism and continue trying to make as much money as they can. But this is a book not written to make people happy but to explain to marketers what their real problem is. Only then will they begin to look for the obvious solutions that will separate their products from their competitors -- in a way that is equally obvious to customers. All this comes with no jargon, no numbers, no complexity, and a great deal of common sense.

Explains how companies must pinpoint business strategies to a few critically important choices, identifying common blunders while outlining simple exercises and questions that can guide day-to-day and long-term decisions.

Harvard Business Review

A Fable of How a CEO Learned to Be a Marketing Genius

Brand Aid

How Strategy Really Works

Good to Great

IdeaWise

Smart Risk

Praise for Marketing Champions "Much has been written about the importance of using marketing principles and tools effectively. But we've paid far less attention to how marketing works within an organization--and how marketers can better interact with other prime movers in their companies. This book really delivers on this much-neglected subject--sounding a wake-up call to marketers everywhere on how to exert their influence and improve their contribution to cash flow." --Philip Kotler, S.C. Johnson Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University "The authors understand that marketing is now the most important force within an organization--if you can figure out how to coordinate the rest of your colleagues. This book shows you how." --Seth Godin, author of Small Is the New Big "This leadership guide is a must-read for every executive who wants to understand the crucial connection between marketing and bottom-line results." --Warren Bennis, Distinguished Professor of Business Administration, University of Southern California, and author of On Becoming a Leader "The best marketing leaders are those who can harness the power of the enterprise--not just lead the marketing team. This book will give you the ability to align and inspire the entire company." --Jerry Noonan, Spencer Stuart
A controversial business executive shares his personal history, his ideas on management and leadership, and his program for selecting a management team and making a business profitable. Reprint. 75,000 first printing.

The Challenge Built to Last, the defining management study of the nineties, showed how great companies triumph over time and how long-term sustained performance can be engineered into the DNA of an enterprise from the very beginning. But what about the company that is not born with great DNA? How can good companies, mediocre companies, even bad companies achieve enduring greatness? The Study For years, this question preyed on the mind of Jim Collins. Are there companies that defy gravity and convert long-term mediocrity or worse into long-term superiority? And if so, what are the universal distinguishing characteristics that cause a company to go from good to great? The Standards Using tough benchmarks, Collins and his research team identified a set of elite companies that made the leap to great results and sustained those results for at least fifteen years. How great? After the leap, the good-to-great companies generated cumulative stock returns that beat the general stock market by an average of seven times in fifteen years, better than twice the results delivered by a composite index of the world's greatest companies, including Coca-Cola, Intel, General Electric, and Merck. The Comparisons The research team contrasted the good-to-great companies with a carefully selected set of comparison companies that failed to make the leap from good to great. What was different? Why did one set of companies become truly great performers while the other set remained only good? Over five years, the team analyzed the histories of all twenty-eight companies in the study. After sifting through mountains of data and thousands of pages of interviews, Collins and his crew discovered the key determinants of greatness -- why some companies make the leap and others don't. The Findings The findings of the Good to Great study will surprise many readers and shed light on virtually every area of management strategy and practice. The findings include: Level 5 Leaders: The research team was shocked to discover the type of leadership required to achieve greatness. The Hedgehog Concept (Simplicity within the Three Circles): To go from good to great requires transcending the curse of competence. A Culture of Discipline: When you combine a culture of discipline with an ethic of entrepreneurship, you get the magical alchemy of great results. Technology Accelerators: Good-to-great companies think differently about the role of technology. The Flywheel and the Doom Loop: Those who launch radical change programs and wrenching restructurings will almost certainly fail to make the leap. "Some of the key concepts discerned in the study," comments Jim Collins, "fly in the face of our modern business culture and will, quite frankly, upset some people." Perhaps, but who can afford to ignore these findings? We all know that the future is uncertain, but rather than make any attempt to actively manage our futures in a consistent way, we tend to make broadbrush assumptions based on common-sense and intuition alone. Successfully managing risk is a primary ingredient for success in a fast-paced environment where we are bombarded by the need to make critical decisions, often with little or no solid facts available and little insight into the likely outcomes. Smart Things to Know About Risk Management, in a step-by-step approach, shows the reader what is risk management and why it matters, the categories of risk, how to achieve the right balance of risk, knowing your risk appetite, how to actively manage your risks and develop a risk culture and techniques, tools and models for managing risk. Case studies are also included. * Perfect for the SMART treatment - this book starts from basics, assumes no prior knowledge and gives a step-by-step approach. * Step-by-step approach. Covers the background to risk and risk management as well as practical application and techniques, tools and models for managing risk. * Written by a highly experienced practitioner with a formidable working knowledge in this area.

Marketing Champions

How to Transform Your Ideas into Tomorrow's Innovations

Why Some Companies Make the Leap...And Others Don't

Forget the Customer. Develop Marketease

Big Brands Big Trouble

How the Brand Brought the Right from the Fringes to the Center of American Politics

Branded Conservatives

Presents guidelines that show managers how to cope with complexities by focusing on essentials in areas such as management, leadership, marketing, long-term planning, and motivation.

The Globalization of Nothing is back in a revised and completely updated Second Edition. In this reconceptualized volume, author George Ritzer focuses his attention squarely on the processes of globalization and how they relate to McDonaldization. This revision is shorter, more concise, and spends much less space on the Nothing-Something continuum that he

introduced in the First Edition.

A compelling fable that distills the essence of genius marketing strategies The "King of Positioning" Jack Trout presents the story of PJ Bigdome, a newly appointed CEO looking for a new way to successfully learn about marketing. Luckily, within his PC lurks a genie with vast experience in the particulars of marketing (having helped out with some of the biggest marketing successes ever). As Bigdome finds answers to his most important questions, the reader learns the secrets of successful marketing, such as: the essence of marketing; how much stock to put into research; how to evaluate advertising; how to allocate budgets; and much more. A Genie's Wisdom allows Trout, a famed business visionary, to distill his years of management and marketing experience into an entertaining and educational yarn that reveals today's essential practices.

Using the attributes from real managers and directors who have built successful brands, this book offers a practical program of "workouts" that analyze the fundamental reasons behind the success of brands across a range of business areas. It will help brand managers ensure the healthy life of their brands by focusing on the attitudes, behaviors, and techniques that make sustained brand growth happen.

The Antidote for Today's Marketing Mess

Culture and Positioning as Determinants of Strategy

Jack Trout on Strategy

Free Gift Inside!!

Practical Strategies for Improving Marketing's Power, Influence, and Business Impact

Real World Economics

Decoding Politicians

In Horse Sense, the authors convert their marketing principles into personal principles and pitch their book at a wide range of general readers who want to succeed - whether in their careers or in their personal lives.

Big Brands Big Trouble Lessons Learned the Hard Way Wiley

This book argues that Conservatism has made good use of branding in its move from the fringes to the center of American political life. Conservatives have built a unique brand around their candidates, their movement, and their issues that has facilitated their ability to win elections and implement public policies. Branding has been one of the major tools through which Conservatives have built an enduring movement over the last several decades and a tool through which their movement has become very resilient. This book is ideal for use in classes on American politics, campaigns and elections, media and politics, political marketing, and consumer marketing. Intellectual Property (IP) is one of the most vital assets for any business organization. It is a domain not restricted to lawyers alone; it is a crucial area of concern for business organizations, managers, and corporate leaders. Intellectual Property and Business demonstrates how companies can deploy their IP not just as legal instruments but also as dominant and powerful financial assets, and as useful arsenal that can boost their business. The book aims to provide a basic understanding of various forms of IP that business organizations need to protect, and to analyze and understand IP management and strategy through case studies. It highlights these aspects of IP management through the lens of both a lawyer and a business manager.

A Quick Reference Guide to Solving Your Branding Problems and Strengthening Your Market Position

Survival in Our Era of Killer Competition

Mean Business

How Corporations Beat Startups at the Innovation Game

A Murder in a Small Western Town Sets Off a Strugg

Business World

A Practical Workout for Boosting Brand and Business

A catchy business name and a smart logo may get you a few clicks, but to create a sustaining image for your organization and build continual success will require the perfect branding statement. The essence of an organization begins with establishing its brand, therefore it is absolutely essential to get it right. Brand managers, marketers, and executives have long turned to the trusted principles in Brand Aid to troubleshoot their branding problems. Written by an acknowledged branding expert with 30 years of experience building world-class brands, this must-have guide covers topics ranging from research and positioning to brand equity management and architecture strategy. The latest edition has collected illuminating case studies, best practices, and the latest research in order to offer invaluable advice on every aspect of brand management, including:

- The 6 most powerful sources of brand differentiation
- 5 elements that trigger brand insistence
- Turning brand strategy into advertising
- Online branding
- Social responsibility, sustainability, and storytelling
- 60 nontraditional marketing techniques
- And more

An organization cannot afford to get their branding wrong. With the treasure trove of techniques, templates, and rules of thumb found in Brand Aid, it won't!

The author of Positioning and Marketing Warfare summarizes his key ideas about marketing strategy in an accessible format, discussing the ways in which "positioning" is an essential concept in marketing.

Inhaltsangabe: Abstract: Ignored for a long time, intangible assets are now gaining increased attention. In the last decade, especially in the United States, company managers recognized that intangible assets may provide companies with a more stable basis for competitive advantage than patents and technologies. Hence, companies started to invest in corporate Public Relations (PR) activities to communicate good corporate behaviour, gain good will and to improve the public perception of their corporate reputation. The main aim of this dissertation research project is to develop an understanding of the European perspective of corporate reputation and its management and importance for business success. Based on a literature review on the topic of marketing communications and PR, which comprises the first part of the dissertation, a questionnaire has been developed in order to examine expert opinions. The discussion on research methods can be found in the third chapter. Hosted by the PR consultancy Weber Shandwick Worldwide, the questionnaire has been sent to 700 of Europe's leading companies. Communication managers were asked for their opinions on the topic of corporate reputation and its importance for business

success. The fourth chapter discusses and evaluates the results of the pan-European survey. The last part of the dissertation actually discusses the implications of findings for Weber Shandwick and its reputation management practice. Inhaltsverzeichnis: Table of Contents: 1. Introduction 1 1.1 The dissertation topic 1 1.2 Weber Shandwick Worldwide 4 1.3 Structure of the dissertation 5 2. Literature Review 8 2.1 The relationship between the marketing communications function, corporate communications and Public Relations 8 2.2 Principles of Public Relations 15 2.2.1 Public Relation practices promoting the corporate brand 16 Public Affairs 16 Investor Relations 17 Media Relations 20 Employee Relations 21 2.2.2 The changing environment of Public Relations 23 Public Relations in the global context 23 Public Relations in the digital age 24 2.3 The concept of corporate reputation and the role of Public Relations 27 2.3.1 Corporate reputation defined 28 Factors that are shaping the corporate reputation 33 The role of the CEO as the personified company reputation 35 Corporate social responsibility 37 The role of the PR consultancy in corporate reputation 39 2.4 Evaluation of Public Relations effectiveness 40 2.4.1 Current approaches of measuring Public [...]

In the fourteen years of NDTV's Walk The Talk Shekhar Gupta has interviewed more than 600 stellar guests-an outstanding feature for one of Indian TV news channel's most respected shows is the wide diversity of its guests. These range from heads of states to national, regional and international politicians and public figures, from Indian and global film stars to Nobel Laureates, scientists, economists, sports stars (not limited to cricket), spiritual gurus, business tycoons, philanthropists and, of course, activists. This book focuses exclusively on political leaders and public figures. Many of these conversations are path-breaking, and some extremely rare. For example, leaders like Sonia Gandhi and former prime minister P.V. Narasimha Rao have never before engaged in freewheeling, recorded conversations in such detail. Others have broken new ground since-Narendra Modi, L.K. Advani, Pranab Mukherjee, Mayawati and even M. Karunanidhi. There are also global thought leaders and heads of state: David Cameron, Henry Kissinger, and Pushp Kamal Dahal 'Prachanda', among others. There is also the rarest of rare interviews with the former RSS chief K.S. Sudarshan. It was challenging to choose just twenty-five political personalities and voices to feature in this selection. And one criterion has been to try and pick those conversations that mark political shifts and change. Hopefully, these will help provide an understanding of recent political history, and how we have reached the point we are at today, in the words of these very significant and interesting people.

The Power of Intangible Assets

Joy, Inc.

Personality and the Business Organization

The Truth about the 100 Biggest Branding Mistakes of All Time

A Post-Autistic Economics Reader

Penguin Cnbc-Tv18 Business Yearbook 2009

The Brandgym

More than simply a comprehensive collection of brand success stories, this text will also help businesses and students to easily identify the factors behind these successes, and to place them into a broader business and social context.

An easy-to-understand and easy-to-implement method for creating new ideas and new products This book blows the lid off the so-called "idea gurus" by demystifying the creation of great new innovations. It offers readers a way to look at their company's existing products and services in order to transform them into new ideas. Well-known and respected authors Steve Rivkin and Fraser Seitel take readers into the Idea-Scape, a place where innovation is born from existing ideas transformed and manipulated in inventive ways to produce new products and business solutions. Examples of methods outlined include: What can you combine with an existing idea? What can you adapt? How can you put a product to other uses? What can you eliminate? . . . and much more.

It's not just smaller, lesser-known companies that have launched dud brands. On the contrary, most of the world's global giants have launched new products that have flopped - spectacularly and at great cost. Haig organizes these 100 "failures" into ten types which include classic failures (e.g., New Coke), idea failures (e.g., R.J.Reynolds' smokeless cigarettes), extension failures (e.g. Harley Davidson perfume), culture failures (e.g., Kellogs in India), and technology failures (e.g., Pets.com).

With contributions from leading brand experts around the world, this valuable resource delineates the case for brands (financial value, social value, etc.) and looks at what makes certain brands great. It covers best practices in branding and also looks at the future of brands in the age of globalization. Although the balance sheet may not even put a value on it, a company's brand or its portfolio of brands is its most valuable asset. For well-known companies it has been calculated that the brand can account for as much as 80 percent of their market value. This book argues that because of this and because of the power of not-for-profit brands like the Red Cross or Oxfam, all organisations should make the brand their central organising principle, guiding every decision and every action. As well as making the case for brands and examining the argument of the anti-globalisation movement that brands are bullies which do harm, this second edition of Brands and Branding provides an expert review of best practice in branding, covering everything from brand positioning to brand protection, visual and verbal identity and brand communications. Lastly, the third part of the book looks at trends in branding, branding in Asia, especially in China and India, brands in a digital world and the future for brands. Written by 19 experts in the field, Brands and Branding sets out to provide a better understanding of the role and importance of brands, as well as a wealth of insights into how one builds and sustains a successful brand.

Political Labels, Symbolic Capital, and American Life

How I Save Bad Companies and Make Good Companies Great

Brand Stretch

Why 1 in 2 Extensions Fail, and How to Beat the Odds

Big Trouble

Playing to Win

Now that product differences are rapidly and easily copied, or are perceived to be minimal, differentiating a company's products and services from the competition has become key to corporate survival. Marketing guru Jack Trout delivers a practical guide for businesses on developing powerful differentiation strategies.

Stretching the Brand offers practical and actionable advice on how to extend successful brands into new areas

without losing sight of the value of the original brand itself. Examples of brand stretching include Dove soap, which has now been extended to the shampoo and deodorant markets. This book presents a single-minded focus on brand stretching that covers topics not found anywhere else, such as how to launch brand extensions and support them. Stretching the Brand will help companies increase their chances of winning by looking at the lessons learnt from both successes and failure in brand stretching. It provides the tools and techniques to stretch a brand successfully.

At the end of the twentieth century, Britain was a consumer society. Commerce, intoxicating and addictive, had almost entirely colonized modern life. People were immersed in, and ultimately defined by, promotional culture. The things they consumed had overtaken class, religion, geography, or occupation as the primary form of self-identity and self-expression. For much of the twentieth century all forms of brand communication- from political campaigning to product advertising- were based on the theory of rational appeals to rational consumers. There was only one problem with this theory: it was wrong. *The Persuasion Industries: The Making of Modern Britain* examines developments in marketing, advertising, public relations, and branding. It explores the role they played in the emergence of the consumer society. New ideas from fields of behavioural psychology and economics, together with internal developments such as planning, positioning, and corporate branding allowed persuasion to become the driving force within many commercial enterprises. Together these changes led to the emergence of an alternative emotional model of brand communication. A simple idea that proved so compelling it changed the world we live in.

Richard Minter skewers the sacred cow of market share and debunks the conventional wisdom that corporate profits rise as you grab more territory in the marketplace. Market share is the fool's gold of modern business. In reality, companies that maximize market share end up minimizing profits, while their smarter rivals earn higher returns. Three times out of four, on average, the most profitable firm is not the one with the largest slice of the market. Yet the myth of market share continues to hobble and kill great companies, while smaller competitors dig out real profits. Executives, entrepreneurs, investors, and regulators will learn why megamergers often fail, brand extensions wither, and stocks tumble. *The Myth of Market Share* also reveals a positive and proven strategy for transforming a company into a profit leader. Richard Minter recounts many cautionary tales of great companies that refused to change—and outlines the practical plans of those that changed and flourished. Managers and investors will profit from knowing why Dell prospers by treating market share as a benchmark, not as a goal. Executives and entrepreneurs can retool their strategies by examining the case studies in this book, including Ryanair, an upstart Irish air carrier that transformed itself into the world's most profitable airline; International Paper, a manufacturing Goliath that tried to buy success; Boeing, the plane maker that pulled out of a steep dive by jettisoning its market share strategies; and DaimlerChrysler, the carmaker that stalled when it tried to be all things to all people. By providing a road map for persuading doubtful colleagues and leading a company to profit leadership, *The Myth of Market Share* is an entertaining, historical review and leadership tutorial, delivering proven strategies for generating long-term profits and sustainable growth during these uncertain times.

Conversations with Marketing Masters

In Search of the Obvious

The Power Of Simplicity: A Management Guide to Cutting Through the Nonsense and Doing Things Right

Horse Sense

Walk the Talk

The Talk of the Party

A European Perspective and its Implication for Public Relations Consultancies

Free Gift Inside! offers an alternative solution to the difficulty of selling to an already sated and sophisticated consumer. * Based on the article "Torment Your Customers (They'll Love It)" which Harvard Business Review chose as one of 2002's Six Breakthrough Ideas

*** A new concept that turns marketing on its head and offers a more effective answer to customer relationship management and permission marketing**

How the World's Top 100 Brands Thrive & Survive

Differentiate Or Die

Intellectual Property and Business

The Key to Success is Finding a Horse to Ride

A Guide to What's Wrong with Economics