

[PDF] Lovemarks

A.G. Lafley, Kevin Roberts - pdf download free book



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Description:

Sellout "Brand" or just plain "Bland"? In *Lovemarks*, advertising giant Saatchi & Saatchi CEO Kevin Roberts delves deep into what mysteries lie behind the long-term success and unwavering customer loyalty for a can of Coke or a pair of Levi's, ultimately concluding that Love is the answer, and without some emotional connection to a product, it will dry up like a generic raisin in the sun. Enter Lovemarks, the new marketing buzzword, which will likely be bandied about at board meetings as vigorously as .

But before Roberts can get to what in fact a Lovemark means in the worlds of advertising and marketing, he takes us on a virtual tour of his CV. There was his first post at Mary Quant in London,

then the gig as New Products Manager of Gillette International in the Middle East, on to CEO of Pepsi in Canada, and later the same role at Lion Nathan in New Zealand. The list goes on, and so does Roberts--on and on--about his achievements and experience building brand awareness and shaking things up (he famously machine-gunned a vending machine at a presentation for a spot on the evening news). More importantly, he succeeds at blasting away the smoke and mirrors that might prevent a creative genius (or an ordinary consumer) from seeing what makes Superman the most beloved super-hero of all time.

Despite the somewhat egocentric approach to taking us there (he is, after-all, a pretty smart guy), we arrive at Roberts's point beautifully, and see what he sees: "That human attention has become our principle currency." And that, in these times, forming long-term emotionally charged relationships with customers is the only way to make a product weather the long haul. And while Roberts speaks to us in a spirited, conversational manner (that makes *Lovemarks* a pleasure to read), the design of the book seems to work against him, as convoluted typography and a general lack of layout consistency give the book a visually amateurish look. --*Christene Barberich* --This text refers to an out of print or unavailable edition of this title.

From Publishers Weekly Roberts, the New York-based CEO Worldwide of Saatchi & Saatchi, believes that his Love brand will change businesses, and this boldly designed volume showcases his argument that through Love, business will connect more deeply with consumers. "I was born an optimist," Roberts begins. "I always looked for opportunities where others faced up to threats or weaknesses. I believed if you were going through hell the only option was to keep going!" And that sentiment runs throughout his book, which weaves his personal history with his brand-making philosophy. While the layout is eye-catching, the text often reads like advertisement pull-outs: e.g. "the power of the edge is one of today's most compelling ideas" and "to be out front can be lonely and uncomfortable, but remember, the lead husky gets the best view." In the end, it's ad-folk who will glean most from this volume.

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