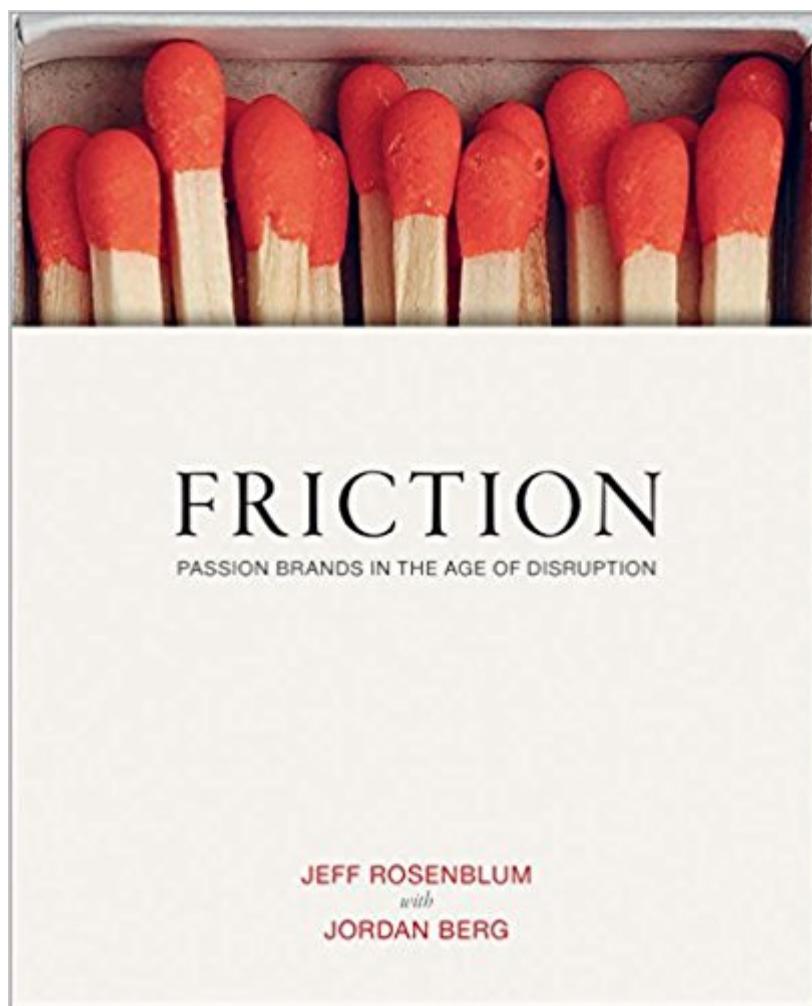The book was found

Friction: Passion Brands In The Age Of Disruption

Synopsis

Every industry around the globe is being completely disrupted. Stalwart brands are losing market share to upstarts that capture our collective consciousness. Trillions of dollars are at stake. Â Brands know a new approach is needed. But most donâ ™t realize the strategic underpinnings need to change. Great brands are no longer built through interruptive advertisements. Â FrictionÂ argues that brands don't simply need clever messages or new, shiny technologies. TheyÂ need a fundamental change in strategy. Friction provides a system for embracingÂ transparency, engaging audiences, creating evangelists, and unleashingÂ unprecedented growth. Â The authors ofÂ FrictionÂ have worked onÂ some of the industry's most innovative assignments for the worldâ ™s most successful brands. This groundbreaking book reveals how corporations can divorce themselves from legacy business models to create a passion brand. A brand that breaks its addiction to traditional advertising. A brand that empowers its customers. A brand that dominates the competition.

Book Information

Hardcover: 240 pages

Publisher: powerHouse Books (May 23, 2017)

Language: English

ISBN-10: 1576878368

ISBN-13: 978-1576878361

Product Dimensions: 7.5 x 1.2 x 9.7 inches

Shipping Weight: 2.2 pounds (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars   48 customer reviews

Best Sellers Rank: #7,018 in Books (See Top 100 in Books)   #11 inÂ Books > Business & Money > Marketing & Sales > Marketing > Multilevel   #16 inÂ Books > Business & Money > Marketing & Sales > Advertising   #18 inÂ Books > Business & Money > Small Business & Entrepreneurship > New Business Enterprises

Customer Reviews

Jeff Rosenblum and Jordan Berg are agency founders, documentary filmmakers, and industry disruptors. Â As the Founding Partners of a revolutionary marketing agency called Questus, they have worked with some of the worldâ ™s most influential brands including American Express, Apple, Capital One, Discovery Channel, Disney, Driscollâ ™s, Ford, ESPN, General Mills, Marriott, Suzuki, The NFL, Universal, and Verizon. Â They wrote and directed The Naked Brand, a

groundbreaking documentary about the advertising revolution, and have won some of the marketing industryâ ™s most prestigious awards.

Want to know how to build a brand in today's "consumer is king," fragmented media landscape? Read this book. Rosenblum and Berg are articulate, direct, and poignant. There are a number of clarity-moments throughout the read, and I highly recommend it to anyone who is looking to build a sustainable brand for years to come.

Like their great movie, The Naked Brand, these two creative and original thinkers on advertising, have hit the bulls eye. The short stories of the brands that have made it and what one needs to do to be successful are almost revolutionaryThe research on how the brain perceives disliked/hated intrusive ads is eye popping. There is advise for all of us here regarding the addition of the smart phones, iPads, iPods etc.No wonder they founded and run an award winning ad agency.

Really good read. Friction is a smart and thought-provoking wake-up call for brands that want to stay ahead of the pack and start-ups that want to get in the game. It's not always about zigging while others are zagging. It's about sticking to a clear brand promise and building brand love that customers will brag about to their friends and family. Well done.

Thought provoking and insightful. The concepts are clear and told in a context that is not only easy to relate to, but also applicable to almost anyone looking to understand how to effectively build a brand in the new reality.

Thought provoking discussion from Rosenblum and Berg about building a brand. Explains and provides insight for what creates and disrupts brand loyalty. Great read!

I'm currently working on a start-up and this book is really helpful! Really enjoyable read with lots of "on point" information.

Good, quick read ... recommended for anybody not just typical "marketers". Blows old methodologies out of the water and speaks to the way the handle relationships. Wake-up call to CEOs and direct call to aithenticity....in this information age!

Exactly what I was looking for to move my organization forward.A new paradigm is needed for business in this golden age.

Friction: Passion Brands in the Age of Disruption Friction: Passion Brands in the Age of Distruption Hit Brands: How Music Builds Value for the World's Smartest Brands Star Brands: A Brand Manager's Guide to Build, Manage & Market Brands Zone to Win: Organizing to Compete in an Age of Disruption Romans: Grace and Glory (The Passion Translation): The Passion Translation Proverbs Wisdom from Above 2016 Weekly Planner: Imitation Leather (Passion Translation) (The Passion Translation) Passion Blue (Passion Blue Duology Book 1) Passion Blue (A Passion Blue Novel) Passion For Life (Quest Passion for Life Series, V. 1) Dazzle: Disguise and Disruption in War and Art The Future Workplace Experience: 10 Rules For Mastering Disruption in Recruiting and Engaging Employees (Business Books) The Anticipatory Organization: Turn Disruption and Change into Opportunity and Advantage Delay and Disruption in Construction Contracts (Construction Practice Series) Cumulative Impact and Other Disruption Claims in Construction Clean Disruption of Energy and Transportation: How Silicon Valley Will Make Oil, Nuclear, Natural Gas, Coal, Electric Utilities and Conventional Cars Obsolete by 2030 Innovation and Disruption at the Grid's Edge: How distributed energy resources are disrupting the utility business model When Adoptions Go Wrong: Psychological and Legal Issues of Adoption Disruption (Marriage and Family Therapy) Blockchain: The Blockchain Disruption: How Blockchain, Smart Contracts, and Bitcoin Will Change Society and Your Daily Life (Complete Guide to Blockchain, Ethereum, and Fintech) Disruption (The Cambridge Files)

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