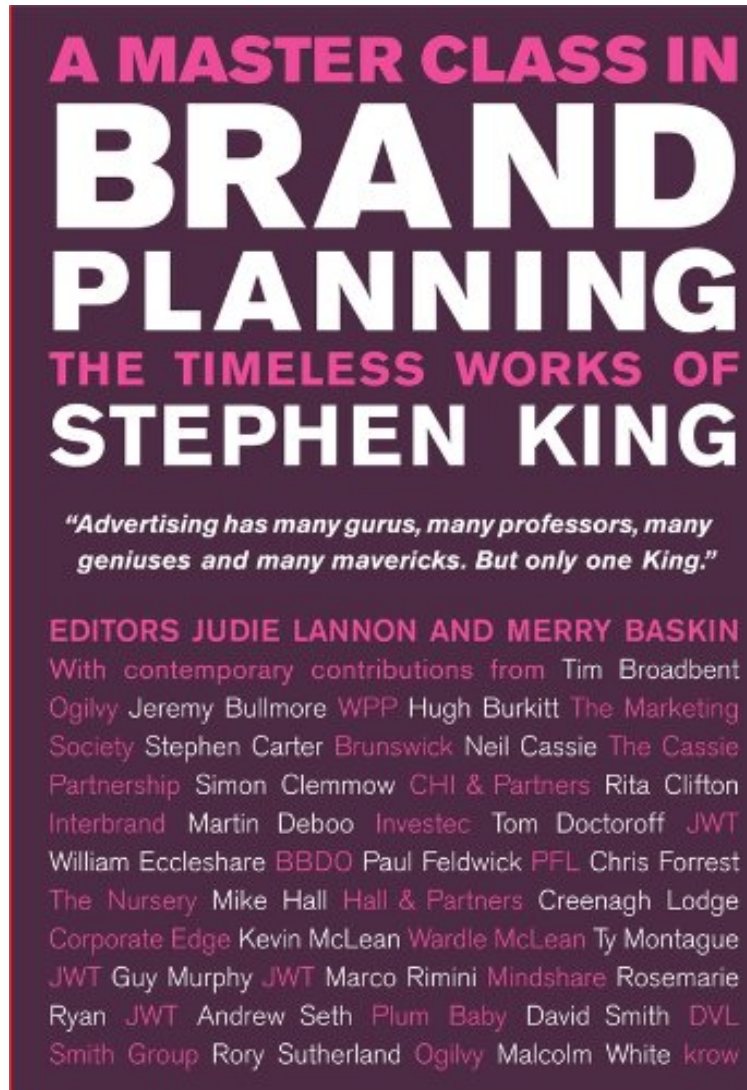


A Master Class in Brand Planning: The Timeless Works of Stephen King

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actually achieving something, stop what you're doing, buy this book, read it and read it again. It's priceless. 1 of 1 people found the following review helpful. The best book about planning. You need it. By Paulo Peres This book, tell us about the importance of the thought in planning. Planning is a tool very important that increasingly win life with strategy well done. Planning around the advertising, participate of the a process the creation of value about the problem the client, putting the customer and idea side by side to favor business. Stephen King and other authors this book make them a presentation the how we could to think, practice, relation with agency, market and customers. It's a book classic, but very important by way the understanding about planning (and advertising). Bought it! You don't find formulas. 0 of 0 people found the following review helpful. Timeless By A. Liss It sounds cheesy but the wisdom of Stephen King is timeless. Right from the first essay I was hooked. "Never stop innovating, put your message in the context of customers' lives and tell them how it makes their lives better." Words to live by.

In 1988, on Stephen King's retirement JWT published *The King Papers*; a small collection of Stephen King's published writings spanning 1967-1985. They remain timelessly potentially valuable but are an almost unexploited gold mine. This book is comprised of a selection of 20-25 of Stephen King's most important articles, each one introduced by a known and respected practitioner who, in turn, describes the relevance of the particular original idea to the communications environment of today. The worth of this material is that, although the context in which the original papers were written is different, the principles themselves are appropriate to marketing communications in today's more complex media environment. The book will serve as a valuable reference book for today's practitioners, as well as a unique source of sophisticated, contemporary thinking.

"Every planner needs this book - and the brave ones will give it to their clients, too." (Admap, November 2007) "A valuable reference book for today's practitioners, as well as a unique source of sophisticated, contemporary thinking." (Retail Leisure International, December 2007) "...a good book to keep beside your desk...it will help to clear the mind as an ongoing mental workout." (Market Leader, Winter 2007) From the Inside Flap In 1988, on Stephen King's retirement JWT published *The King Papers*; a small collection of Stephen King's published writings spanning 1967-1985. They remain timelessly valuable but are an unexploited gold mine. This book is comprised of a fuller selection: 20 of Stephen King's most important articles. Each one is introduced by a known and respected practitioner who, in turn, describes the relevance of the article to the communications environment of today. Although the context in which the original papers were written was different, the worth of this material is that the principles underlying his thinking are entirely appropriate to marketing communications in today's more complex media environment. The book serves as a valuable reference book for today's practitioners, as well as a unique source of sophisticated, contemporary thinking. From the Back Cover *What is a Brand?* by Stephen King was one of the most influential pieces of work ever and has had a lasting influence on the way in which I think about brands. A few years ago I had the extraordinary experience of re-visiting the video of it made by Stephen and Jeremy Bullmore and the stunning thing was how prescient they had been some thirty years previously. Indeed, the only thing they had not foreseen was the internet - everything else they got right. - Hamish Pringle, Director General, IPAM Martin Mayer, the well-known investigative journalist, has described the present-day American advertising business more accurately than any other writer. He did this in his book *Whatever Happened to Madison Avenue? Advertising in the '90s*. I quote from page 191: "Thompson in London had become what Ogilvy was the first to call 'a teaching hospital,' where the researcher Stephen King developed philosophies of branding that were carried to America by John Philip Jones and Timothy Joyce." There is very little doubt today that branding is at the top of most marketing professionals' minds in the United States. But 'top of mind' is not quite the same as 'in the bloodstream.' Packed goods advertisers in the United States are currently forced to spend three times as much money below the line on price cutting, as above the line on brand-building media advertising. It is to be hoped that the book of Stephen's papers will inject a powerful serum into the bloodstream of American marketers, to help them develop a strategic response to the power of the retail trade which is at the moment debilitating and even emasculating many American brands. - John Philip Jones, Professor, S.I. Newhouse School of Public Communications, Syracuse University, New York, USA King's relentless thirst to understand, rigour of questioning and breadth of learning remain an inspiration. A profoundly rewarding, and rather humbling read. - Adam Morgan, author of *Eat the Big Fish*, and *The Pirate Inside* In a world of greasers and drama queens, Stephen King was the still small voice of reason. Ever polite and ever intelligent, his analysis provided real insights. We all learned from him and this book should enable many more to do so. - Tim Ambler, MA (Oxford) SM (MIT), Senior Fellow, Marketing, LBS Stephen was a great interpreter of research and a great judge of when to use specific methodologies whether they were qualitative or quantitative. He was comfortable with both. He was and remains a very great inspiration to market researchers in companies and in research and ad agencies. Dr Liz Nelson OBE King writes of our industry, at its best, representing 'Creative imagination subjected to critical control.' He could have been describing his own mind and approach, which have inspired generations of brand managers and planners and remain deeply relevant

today. This book should be required reading for everyone entering the business, and serve as a reminder to the rest of us that however high we think we have set our standards, they are probably not high enough. —Jon Steel, Planning Director, WPP