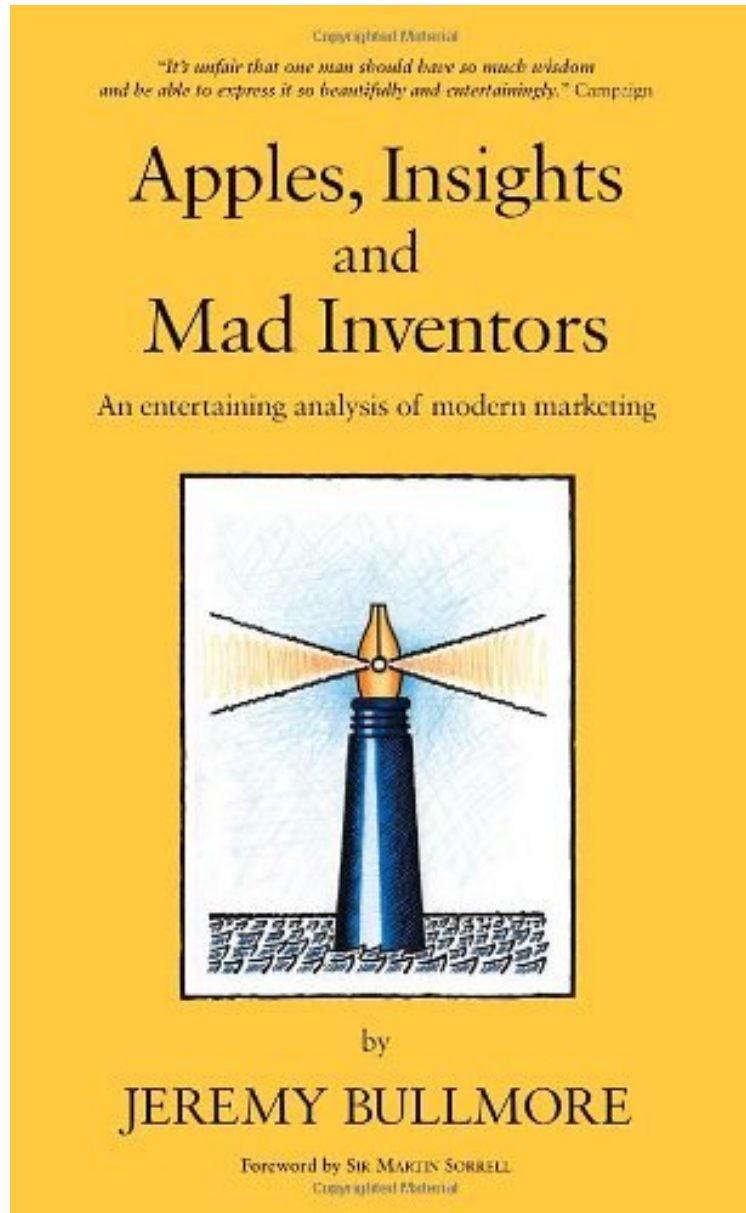


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Apples, Insights and Mad Inventors: An Entertaining Analysis of Modern Marketing

Jeremy Bullmore

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Jeremy Bullmore : Apples, Insights and Mad Inventors: An Entertaining Analysis of Modern Marketing before purchasing it in order to gage whether or not it would be worth my time, and all praised Apples, Insights and Mad Inventors: An Entertaining Analysis of Modern Marketing:

0 of 5 people found the following review helpful. Gracias Mr. Bullmore por compartir con nosotros su capacidad de reflexioacute;nBy Cristian ParodiEl libro de Mr. Bullmore nos introduce en diferentes reflexiones. A mi me genera la sana envidia de desear llegar a la edad de Mr. Bullmore con su lucidez y creatividad . Su libro, tanto con sus contenidos como en su disentilde;o y formato, tambieacute;n es una sentilde;al que no pasa desapercivida: la forma breve y sencilla en que las grandes ideas son explicadas, como lo hace Mr Bullmore con la madurez de un escritor consagrado. En su idea de "la belleza de lo breve" recuerdo tambieacute;n otra frase que dice "En arte, lo que sobra molesta". Es una idea que visualmente nos lleva a entender, auacute;n sin ser especialistas o artistas, que cuando miramos un cuadro o leemos una novela, inconcientemente rechazaremos lo que "sobra"; pensemos en la paloma de Picasso para entender como ese trazo, y no otro, la hace uacute;nica; en esa paloma nada "sobra", nada estaacute; de maacute;s. Mr Bullmore aplica la misma idea: nada "sobra" en su libro, que no deja de ser reflexiones sinceras de una persona experta en el tema y que tiene la generosidad de compartirlas con sus lectores. Pensemos tambieacute;n en su tiacute;tulo, totalmente original, para entender que lo que Mr. Bullmore nos presenta es una "puerta" que nos ayude a reflexionar sobre el "Mad Inventors" que cada uno lleva adentro y que tiene que connvibir en el orden, en un mundo desordenado. Por uacute;ltimo sus referencias y explicaciones sobre los "Insights" nos alientan a no salirnos de ese camino : las ideas siguen motorizando al mundo, de ahiaacute; la necesidad de no dejar nunca de hacernos preguntas. "Preguntar" sigue siendo gratis y puede generar resultados impresionantes. Recuerdo una persona que una vez se preguntoacute; "queacute; pasariaacute;a si pudiera viajar sobre un rayo de luz, sosteniendo en mi mano un espejo: se veriaacute;a mi reflejo ? Esa pregunta terminariaacute;a generando la famosa Teoriaacute;a de la Relatividad de Albert Einstein.Gracias Mr. Bullmore

Apples, Insights and Mad Inventors is a collection of timeless, thought-provoking observations on a range of marketing issues from one of the industrysquo;s best-known names ndash; Jeremy Bullmore. Most of the pieces originally appeared in the annual reports of WPP, while others were the basis for conference keynote addresses. With topics ranging from client management and brand management to strategy and product development, and sources of inspiration as diverse as Posh Spice and Benjamin Franklin, this entertaining and enlightening book is essential reading for any communications professional.

"Using catchy chapter titles and shrewdly linking them to the subject matter, the author actively ensures an entertaining page-turning experience." (Gulf Business Magazine, October 2006)From the Back CoverIn most markets these days, brands compete on terms of near-equality, each searching for a marginal advantage over its rivals. Not so in the writing-about-marketing market, where the Jeremy Bullmore brand stands alone. No competitor comes anywhere near to matching the wit and wisdom with which he illuminates his subject, or the pure enjoyment he gives his readers. Why does marketing matter in the modern world? What makes a successful brand? And how do marketing communications work? Many have attempted to tackle these questions; but in this collection of essays - which originally appeared in consecutive WPP annual reports - Bullmorsquo;s almost supernaturally persuasive prose supplies totally satisfying and seemingly definitive answers. nbsp; Jeremy Bullmore began his career as a trainee copywriter in 1954. Over half a century after its launch, the Bullmore brand has never been stronger. Read one chapter of this book, and yoursquo;ll understand why.About the AuthorJeremy Bullmore was born in 1929. From 1954 until 1987, he was with J. Walter Thompson in London: as copywriter, producer, head of the creative department and - from 1976 to 1987 - chairman, London. From 1981 to 1987, he was also chairman of the Advertising Association. From 1988 to 2001, he was a non-executive director of the Guardian Media Group and from 1988 to 2004 a non-executive director of WPP. He remains with WPP as a member of the Advisory Board. Hersquo;s a past president of Nabs and current president of The Market Research Society. Hersquo;s a regular columnist for Campaign, Management Today, Market Leader and The Guardian, and was awarded a CBE in 1985. Another Bad Day at the Office? was published by Penguin in 2001 and continues to reprint today. The third, greatly enlarged, edition of his book More Bull More: Behind the Scenes in Advertising (Mark III) was published by WARC in 2003. Ask Jeremy, an edited compilation of his Campaign columns, was published by Haymarket in 2004. Jeremy has three grown-up children and lives with his wife Pamela in London and Wiltshire.