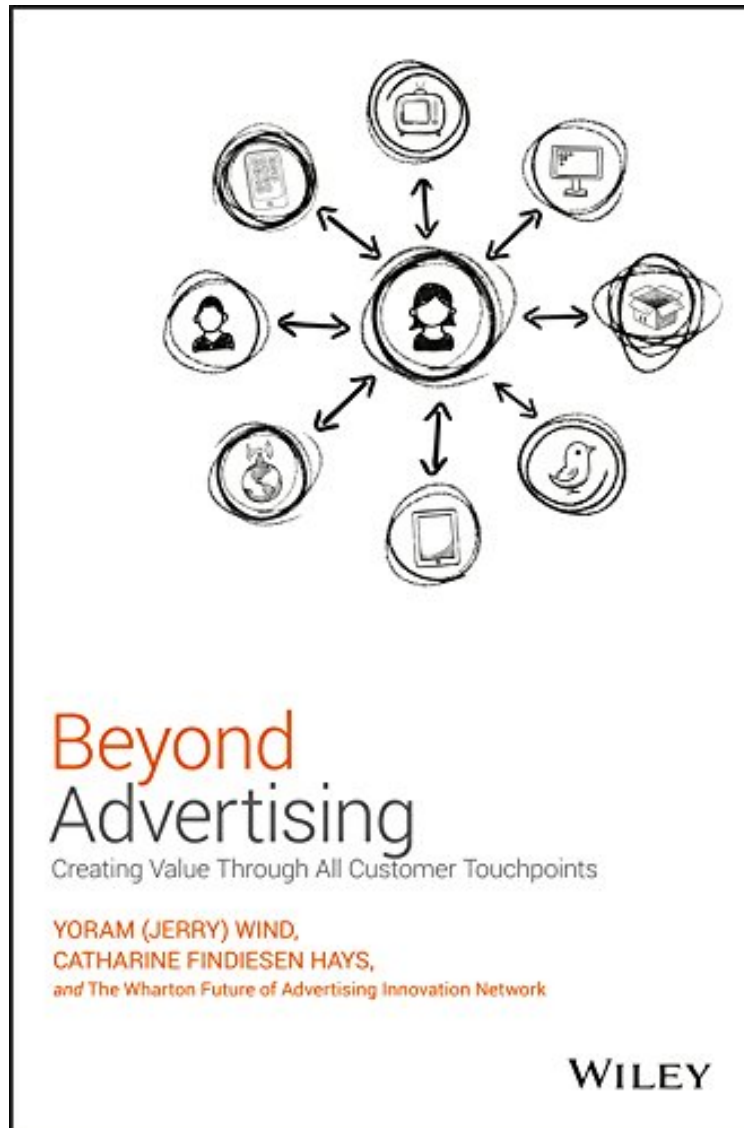


(Library ebook) Beyond Advertising: Creating Value Through All Customer Touchpoints

Beyond Advertising: Creating Value Through All Customer Touchpoints

Yoram (Jerry) Wind, Catharine Findiesen Hays
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Yoram (Jerry) Wind, Catharine Findiesen Hays : Beyond Advertising: Creating Value Through All Customer Touchpoints before purchasing it in order to gage whether or not it would be worth my time, and all praised Beyond Advertising: Creating Value Through All Customer Touchpoints:

0 of 0 people found the following review helpful. Advertising and marketing is in a state of chaos and ...By R. SmithAdvertising and marketing is in a state of chaos and everyone knows it. Marketers are still thinking too much in their domains. Marketing execs have to manage all of the technologies and channels but fixing the problem is hard

with internal and external challenges. Beyond Advertising lays out the primary obstacles to transforming organizations and marketing practices, but, more importantly, the book's prescription is visionary and yet practical. By treating digital marketing and advertising as an intertwined system, brands have the opportunity to engage with customers as they expect and demand. 1 of 1 people found the following review helpful. A needed reality and even more needed path to getting better. By Christopher G Voytek This is some welcome and overdue thinking for an industry that is more resistant to digital change than most. Advertising and marketing are faced with the classic innovator's dilemma and the authors and contributors provide many useful insights, ideas, and most important, frameworks for re-thinking the business. Disclosure: I contributed to the project in some small ways. 0 of 0 people found the following review helpful. A guide to the future of advertising--and more. By Customer Since 2008, the Wharton School's Future of Advertising Program has been a major force in the debate about the role of advertising in marketing and in society. In this important and timely book, Founder Professor Jerry Wind and Executive Director Catharine Hays document why and how the future of advertising is beyond advertising to encompass all aspects of customers' interactions with companies. Both the premise and the conclusions of Beyond Advertising are strongly supported by what we at the Marketing Science Institute are hearing from our corporate sponsors. Our top priority for funding academic research is leveraging data and analytics to understand customer experience and the decision journey across all touch points. Our members are also asking for frameworks and new mental models to make sense of the growing complexity of marketing to the 24/7 connected customer. Wind and Hays deliver on both counts. Just as importantly, they offer a roadmap for the organizational and cultural changes that senior management must drive to move beyond advertising to the benefit of companies, customers and society itself.

The fundamental relationships among brands, media, and people are being transformed, and just as we try to adapt, along comes a new disruption. Are you and your organization prepared to deal with today's unprecedented speed and scope of technological change? Beyond Advertising provides a business transformation road map for an aspirational future, based on the insights of more than 200 of the world's most forward-thinking executives, innovators, and academics all grappling with today's unique challenges and opportunities. This book offers a concrete set of principles, including The All Touchpoint Value Creation Model, designed to lift us out of reactive thinking and encourage the co-creation of a future better for business, better for people, and better for society. Actionable steps include: Holistically orchestrate and allocate resources across all touchpoints Redefine expectations of success to align for multi-win outcomes Provide every stakeholder at all touchpoints a R.A.V.E.S. standard of content: relevant and respectful, actionable, valuable, exceptional experiences, and a shareworthy story Develop all touchpoints to maximize the M.A.D.E.s value of context: the complete person, the features of the delivery platform, the dynamic environment, and synergies with other touchpoints

From the Inside Flap The fundamental relationships among brands, media, and people are being transformed, and just as we try to adapt, along comes a new disruption. Are you and your organization prepared to deal with today's unprecedented speed and scope of technological change? Beyond Advertising provides a business transformation road map for an aspirational future, based on the insights of more than 200 of the world's most forward-thinking executives, innovators, and academics all grappling with today's unique challenges and opportunities. This book offers a concrete set of principles, including The All Touchpoint Value Creation Model, designed to lift us out of reactive thinking and encourage the co-creation of a future better for business, better for people, and better for society. Actionable steps include: Holistically orchestrate and allocate resources across all touchpoints Redefine expectations of success to align for multi-win outcomes Provide every stakeholder at all touchpoints a R.A.V.E.S. standard of content: relevant and respectful, actionable, valuable, exceptional experiences, and a shareworthy story Develop all touchpoints to maximize the M.A.D.E.s value of context: the complete person, the features of the delivery platform, the dynamic environment, and synergies with other touchpoints From the Back Cover Why Do CEOs Recommend Beyond Advertising? "If you need to convince others that it is time for a fresh look at the role Marketing should play in your company, hand out this book." —David C. Edelman, Global Co-Leader, McKinsey Digital, Marketing and Sales "This book is a must-read for anyone who wants to be effective in reaching, influencing, and creating value. I think this book will be a milestone in the history of marketing communication." —Philip Kotler, S.C. Johnson Son Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University "This is a compelling and necessary resource for any company executive seeking to understand our changed media environment and the implications of unprecedented consumer control of brands. With a call to rethink both organizational structure and process as well as the very definition of advertising, this book provides a valuable new construct for success." —Jennifer Rooney, CMO Network Editor, Forbes "Beyond Advertising is not about advertising at all, it is about the way that the economy, business, society, and culture now work in a connected digital world. It gives tools and frameworks to help people and businesses succeed by looking at all the touchpoints that now exist, and most importantly how they create new value as an interconnected, interdependent, and transparent system." —Nigel Morris, CEO, Dentsu Aegis Network Americas EMEA "The world of marketing is moving from Marketing To

Consumers Marketing For People Matter To People. As a result, the rules of brand building are being rewritten every day. This book challenges entrenched mental models, provides a great framework for developing new ones, and provides a road map for reimagining the world of marketing." mdash;Stan Sthanunathan, Sr. Vice President, Consumer and Market Insights, Unilever "Beyond Advertising should be one of the go-to resources in the modern advertiser's toolkit. The diversity of opinion and insight presented throughout the project will force you to broaden your understanding of advertising and think critically and strategically about our industry's future and how to prepare your brand for it." mdash;Gustavo Martinez, Worldwide Chairman and CEO, JWTAbout the AuthorYORAM (JERRY) WIND is the Lauder Professor and Professor of Marketing at The Wharton School and the founding Director of the Wharton SEI Center for Advanced Studies in Management, the Wharton Fellows program and co-founder of the Wharton Future of Advertising Program. He led the development of the Wharton globalization strategy, the creation of the Wharton Executive MBA program, as well as the reinvention of its curriculum. He has received numerous marketing awards, including the Buck Weaver Award (2007), the Charles Coolidge Parlin Award (1985), AMA/ Irwin Distinguished Educator Award (1993), and the Paul D. Converse Award (1996). CATHARINE FINDIESEN HAYS is the founding Executive Director of the Wharton Future of Advertising Program, a leading research center bridging practitioners and academia. She earned her graduate degrees at Wharton and Penn as a Lauder Fellow and led pioneering marketing, strategy and sales teams during a 15-year career at ATT. She can be heard on air as a host of "Marketing Matters" on Business Radio Powered by the Wharton School on Sirius XM 111. THE WHARTON FUTURE OF ADVERTISING INNOVATION NETWORK is the influential and growing global community of forward-thinking collaborators from across industry and academia committed to advancing the scope, value, and impact of "advertising". WFOA.WHARTON.UPENN.EDU