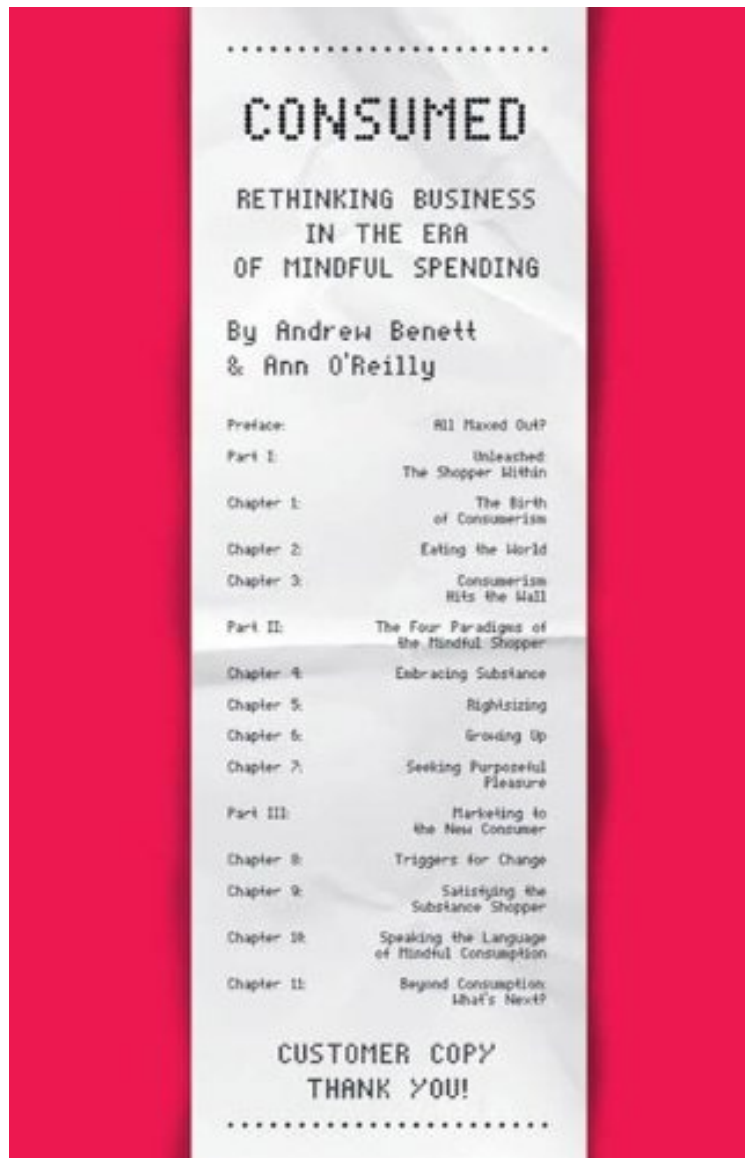


Consumed: Rethinking Business in the Era of Mindful Spending

Andrew Benett, Ann O'Reilly

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netinantbuying online is so fast. the product is as described. i gonna buy frm this seller again if i need reference books.1 of 1 people found the following review helpful. Will the age of the jonconsumer happen?By Jim EstillThe thesis put forward is people will slow consumption based partly on a tight economy and based partly on a backlash to over-consumption. People are getting sick of being marketed and sold. Consumption is also a huge source of dissatisfaction.So if the world becomes non-consumers (and I really do not think it will although a part of me hopes it pulls back a bit), how do companies thrive? This is what the book attempts to explain. The authors are not trying to pass judgment on if it should happen.So what do companies do as we become non-consumers? I would have to type the whole book but some things(these are in my words - not theirs so there is some interpretation):1 - reconsider what value really is for the consumer. Then sell to that.2 - recognize the non-consumer trend and develop products that cater to that (EG smaller, thriftier, less waste)3 - Work at connecting with customers.4 - be genuine and real. People see through gloss.Great quotes from the book:"It is the preoccupation with possessions, more than anything else, that prevents us from living freely and nobly" - British Philosopher Bertrand Russell"People will buy anything that is one to a customer" Sinclair LewisThe book was thought provoking - therefore it was good.

As the effects of the global recession linger, consumers everywhere are changing their purchasing patterns, paying greater attention to what and why they are buying, and from whom. While many feel rampant spending is hard-wired into the modern psyche and that we will be back to our wasteful ways soon enough, there are clear indications of a permanent shift in the way we shop. Even before the economic downturn, consumers' definitions of value had begun to change. People were becoming more mindful about their purchases and more attuned to the social and environmental implications of their choices. To better understand this important evolution and its ramifications for business, Andrew Benett and Anne O'Reilly launched a groundbreaking study on the New Consumer and the escalating dissatisfaction over hyperconsumerism. Here, for the first time, is an in-depth look at the new face of the global consumer, showing that:bull; A significant majority in the seven markets surveyed are deeply worried about the direction in which our consumption-obsessed society is moving. They believe people have become both physically and mentally lazy, and that, as a society, we have lost sight of what truly matters.bull; Two-thirds believe they would be better off if they lived more simply, and a quarter say they would be happier if they owned fewer things. bull; Half of Americans surveyed are deriving a sense of satisfaction from reducing their purchases during the downturn, and three-quarters are feeling good about cutting back on the amount of waste they create. bull; A majority of Americans have no intention of going back to their old shopping patterns, even when the economy rebounds. Now, as the consumer voice signals its changed priorities, forward-thinking companies are responding by rejecting excess and artificiality in favor of products and communications that offer authenticity, substance, and interconnectednessmdash;all values today's more mindful consumer craves. In this book, the brand experts look at corporations as diverse as Glenmorangie and Wal-Mart to see what lessons they can offer to businesses attempting to grow in the postconsumerism era. They also spoke with corporate leaders in a variety of industries to learn how they are recasting their businesses and brands in order to prepare for the changes ahead. Through cutting-edge research and a sharp look at new industry models, Consumed provides real direction for marketers and managers.

ldquo;The authors apply their marketing savvy and research to forecast the implications of lsquo;consumersrsquo; growing discontentmentsquo; with lives based on debt-funded extravagance. . .nbsp;Examining recent trends exacerbated by the economic crisis, they illustrate consumersrsquo; increasing satisfactions through saving and simplifying that can soothe financial and ecological worries.nbsp; They offer marketers four guiding paradigms to attract lsquo;burned-out consumers' gratifications through lsquo;Embracing Substance,rsquo; lsquo;Rightsizing,rsquo; lsquo;Growing Up,rsquo; and lsquo;Purposeful Pleasure,rsquo;nbsp;Summing Up: Recommended.nbsp; Practitioner and professional collections.rdqquo; -- CHOICEldquo;The consumer mind-set is undergoing a radical change: People are getting serious about making smarter, more mindful choices and are looking for companies that give them what they want. Consumed acts as a navigational aid, empowering business leaders to anticipate and meet these newly emerging needs.rdqquo; mdash;Becky Saeger, Executive Vice President and Chief Marketing Officer, Charles Schwab Corporation ldquo;A permanent shift has taken place among consumers. They are far more engaged in every aspect of marketing and manufacturing, and brand that want to win and retain their loyalty will need to listen better, react faster, and be more nimble in everything they do. This book offers a fresh and vital perspective on those actions that will be most essential to future growth.rdqquo;mdash;Christian McMahan, Chief Marketing Officer, Heineken USAldquo;The world is changing rapidly, and the brands that will thrive are those most willing to lead that change. In Consumed, Andrew Benett and Ann Orsquo;Reilly offer insight and guidance about how best to communicate with and build relationships with todayrsquo;s more thoughtful consumer. It is essential reading for anyone seeking to...