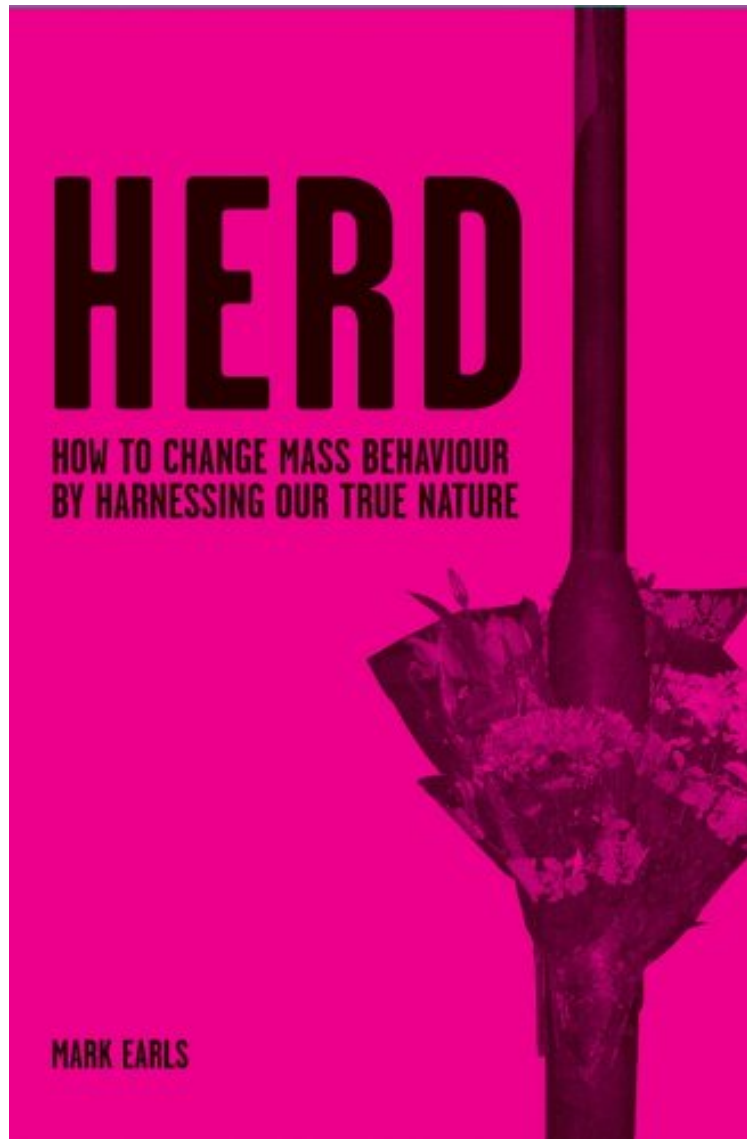


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Herd: How to Change Mass Behaviour by Harnessing Our True Nature

Mark Earls

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Mark Earls : Herd: How to Change Mass Behaviour by Harnessing Our True Nature before purchasing it in order to gage whether or not it would be worth my time, and all praised Herd: How to Change Mass Behaviour by Harnessing Our True Nature:

0 of 0 people found the following review helpful. A book for the Trump eraBy lumineThis book examines the illusions of a society centred around the 'I' and points out that the 'we' is the paradigm that really rules the world. It fits with the

post truth world that really has never been 'post' in my view, but whether we are 'I' or 'we' we're not to be controlled. A good book from which to view the Trump era.9 of 9 people found the following review helpful. A rare 'business' book - it actually makes you thinkBy Gareth KayI've just finished reading Herd. Actually, I devoured it in two sittings. And I urge you to go and read it if you want to think about how to better trigger changes in mass behaviour.Unlike most business or marketing books it's not a set of case studies or a 'how to' process guide to mechanistic thinking.Rather, it's an excellently written analysis of the new thinking (and the forgotten old thinking) about how people think, act and behave. It doesn't give you answers or tell you what to do, but rather raises questions in your mind about the principles on which most communications thinking is built.Already, it's made me question a lot of the assumptions I have been taking for granted, made me think differently about some of the problems I'm trying to solve and helped me ground some of the different thinking I've been doing over the last couple of years.Whether you agree with all the conclusions or not, we need more stuff like this that brings fresh, challenging, provocative thinking into the far too conservative world of marketing and communications.0 of 0 people found the following review helpful. Thank goodness someone gets it!By Randall J. Lippincott"Herd" is a significant book for anyone in the marketing profession. Although I am glad that I did not read it when it first came out, instead having gotten caught up in other human behavior concepts like "Buyology" and other how the brain works reading, it was the book that validate my new thinking...we are not as unique as we are being told we are!. I remember being enthralled by the idea that we could/should dissect human behavior down to a 1:1 level. Along with anyone who has worked in the CRM world, you have come to realize that the execution on such a level is impossible, if for no other reason then the fact that your corporate infrastructure is not set up to care about people that much. Herd provides an excellent orientation to getting marketing folks back to capturing the true essence of human behavior and providing a better foundation from which to build effective customer services. A foundation that is more readily executable, therefore making relationships more attainable.

"...fascinating. Like Malcolm Gladwell on speed." mdash;THE GUARDIAN "HERD is a rare thing: a book that transforms the reader's perception of how the world works". mdash;Matthew D'Ancona, THE SPECTATOR "This book is a must. Once you have read it you will understand why Mark Earls is regarded as a marketing guru." mdash;Daniel Finkelstein, THE TIMES This paperback version of Mark Earls' groundbreaking and award winning book comes updated with new stats and figures and provides two completely revised chapters that deal with the rise of social networking. Since the Enlightenment there has been a very simple but widely held assumption that we are a species of thinking individuals and human behaviour is best understood by examining the psychology of individuals. It appears, however, that this insight is plain wrong. The evidence from a number of leading behavioural and neuroscientists suggests that our species is designed as a herd or group animal. Mark Earls applies this evidence to the traditional mechanisms of marketing and consumer behaviour, with a result that necessitates a complete rethink about these subjects. HERD provides a host of unusual examples and anecdotes to open the mind of the business reader, from Peter Kay to Desmond Tutu, Apple to UK Sexual Health programmes, George Bush to Castle Lager, from autism to depression to the real explanation for the placebo effect in pharmaceutical testing.

"Earls has a beguiling and an irrepressible intellectual curiosity, so the book becomes a very enjoyable and allusive compendiumhellip;rdquo; (The Guardian, March 2007)"Bold in its conception and engaging in execution, offers the most radical new theory of consumer behaviour in a generation" (Gulf Business, March 2007)"hellip;brain-stretching stuff, looking at economic patterns, investment history and behavioural psychology to help the reader become a shrewder investigator." (Securities and Investment , March 2007)"It will change the way you think about marketing.nbsp;nbsp;It will also change the way you think aboutnbsp;yourself."nbsp; (Marketing Direct, November 2007)nbsp;From the Back CoverCan you explain the explosion of social phenomena like text messaging when there has been little or no promotion of the behaviour? How a Mexican wave happens? The emergence of online communities? Or ndash; more sensitively ndash; the steady rise of floral roadside tributes to traffic accident victims? Unless you have a good explanation of mass behaviour, you wonrsquo;t have much chance of altering it. This is why so many government initiatives struggle to create real change, why so much marketing money fails to drive sales, why most MA programmes reduce shareholder value and most internal change projects donrsquo;t deliver lasting transformation. Herd explains the lsquo;whysquo; of our struggles to influence mass behaviour. It reveals that most of us in the West have misunderstood the mechanics (the lsquo;howrsquo;) of mass behaviour because we have misplaced notions of what it means to be human. Mark Earls uses a diverse range of different sources, anecdotes and evidence - from Peter Kay and urinal etiquette to international rugby and rise of the Arctic Monkeys - to show that we are at heart a lsquo;we-speciesrsquo;, but one suffering from the lsquo;illusion of Irsquo;. In doing so, Earls challenges some of our deepest ideas to reveal the truth about who we are and what marketers, managers and governments can do to set about influencing mass-behaviour. Bold in its conception and engaging in its execution, Herd offers the most radical new theory of consumer behaviour in a generation.About the AuthorMark Earls is one of the worldrsquo;s foremost communications practitioners and a leading thinker about brands, marketing and consumer behaviour. He has

been described variously as 'one of the Advertising scene's foremost contrarians' and 'the Christopher Hitchens of advertising and marketing'. But mostly he just refuses to accept received wisdom and is determined to make us all think a bit harder to get better results. He has held senior positions in some of the largest and most influential communications companies in the world - his last job was as chair of Ogilvy's Global Planning Council, prior to which he was Planning Director at the revolutionary St. Lukes' Communications. His work has regularly won awards from his peers and is considered by many to be amongst the most influential being written today. His first book, *Welcome to the Creative Age*, was widely read and discussed and has been translated into several languages. Mark is in much demand as conference speaker around the world - in recent years he has spoken in the UK, USA, Argentina, France, Estonia, Sweden, Denmark, Finland and Spain. He lives in North London but dreams of tight lines, off-drives and sunnier climes.