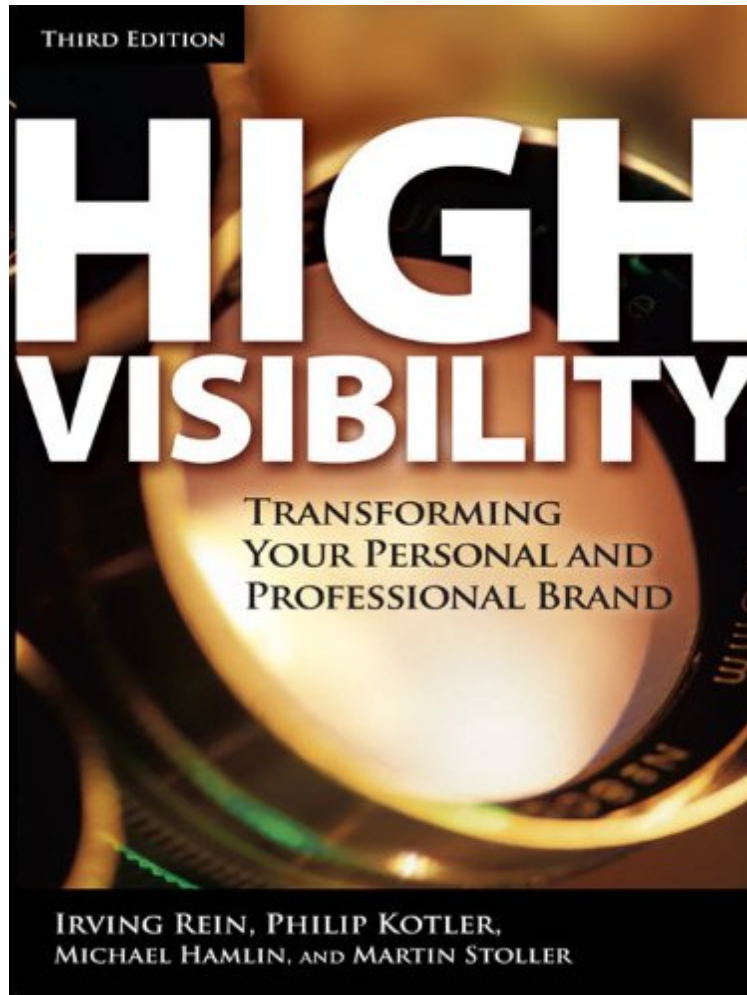


High Visibility, Third Edition: Transforming Your Personal and Professional Brand

Irving Rein, Philip Kotler, Michael Hamlin, Martin Stoller
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Irving Rein, Philip Kotler, Michael Hamlin, Martin Stoller : High Visibility, Third Edition: Transforming Your Personal and Professional Brand before purchasing it in order to gage whether or not it would be worth my time, and all praised High Visibility, Third Edition: Transforming Your Personal and Professional Brand:

0 of 0 people found the following review helpful. This is a "How To" bookBy Norman LacasseOne quote in this book describes it very well: " Transform the ordinary into the visible, and the visible into the highly visible". A must read.5 of 5 people found the following review helpful. High Visibility Can Help You Win the Star SystemBy Peter CohanHollywood's star system pervades global culture. While there are tens of thousands of aspiring actresses in film capitals around the world, only Reese Witherspoon can command \$18 million a picture. Whether you sell real estate, defend criminals, lift faces, opine on the economy, or consult to managers, you are among millions of others aspiring

to reach the peak of your profession. And why not? In these and many other endeavors, the top fraction of 1% receive a disproportionate share of the rewards. The Third Edition of High Visibility can help you win this star system. Having just completed reading the book, there were four sections that particularly caught my attention: * Chapter 4's Visibility Hierarchy introduced a compelling way to chart an individual's visibility on a two dimensional scale mapping visibility duration (from a day to forever) against visibility reach (from global to international). I found this a useful way to assess one's position in the hierarchy and to consider one's future. * Chapter 5's 22 Major Storylines highlighted popular media story concepts such as "success/failure/success" or "the big break" illustrating them with individuals who fit these storylines. This list struck me as a very useful way to brainstorm story ideas for editors and writers. * Chapter 6's four basic charisma strategies fascinated me. Detailing approaches such as "The Impressive Stranger" or "Charisma Through Audience Mastery" I was struck by the example of how Scarlett Johansson's performance in *Lost in Translation* helped her emerge from the pack. * Chapter 11's Visibility Life Cycles presented seven standard patterns of visibility which reinforced to me the evanescent nature of fame -- highlighting the need to adapt effectively in order to maintain visibility. While I was flattered that Chapter 6 began by recounting how I've tried to generate visibility over the years, I found the concepts and anecdotes presented here offered me new and thought-provoking insights. If you're aspiring to reach the top of your profession, High Visibility is a must read.

4 of 4 people found the following review helpful. How to achieve it and then sustain it

By Robert Morris

NOTE: The remarks which follow discuss the updated third edition of a book first published in 1987 and then revised ten years later. Be aware of the fact that several of the other are of earlier editions. As the authors explain in their Preface, "In High Visibility, we address the growth of visibility seeking and the contribution of visibility and strong personal brands to competitiveness and opportunity generation in a systematic format.... Central to the book's foundation is the concept of [begin italics] transformation [end italics], the process that aspirants typically undergo to become personal and professional brands. We take the reader through all the stages of the transformation process, including brand generation, testing, refinement, realization, distribution, and sustaining." Here are some of the questions to which the authors respond brilliantly:

1. How to break through a cluttered, fragmented, and global marketplace?
2. When doing so, how to manage and balance the demands of the private-public self?
3. How to prioritize public and private goals and aspirations?
4. How to achieve visibility more cost-effectively?
5. How to formulate an appropriate high visibility strategy?
6. How to integrate technological decisions with that strategy?
7. How to inventory your talent threshold and, when doing so, be realistic?

I greatly appreciate the authors' provision of all manner of reader-friendly sections and devices which both summarize key points and facilitate convenient review later of those. For example, Figure 3-7 (page 46), which illustrates the "Structure of the Visibility Industry"; a boxed check-list (page 75) which identifies and then briefly explains the reasons why intensive transformation and image-building activity, while accelerating in all sectors, are doing so at different rates; another boxed check-list (page 146) which identifies and then briefly explains five focal areas of the cultural environment that are especially important to monitor; and finally, for present purposes, a brief but revealing review (page 287) of the publicist's ten most major functions. Near the end of their book, the authors discuss business executive Ed Brill and wellness doctor Steven Lamm who have successfully adapted to the new visibility environment by combining their talents with visibility practices and principles. Others who also aspire to do so must focus on two critical issues: "First, no matter how the competitive environment changes, aspirants must pay close attention to the fundamentals of high visibility marketing as they are the centerpieces of any plan. Second, aspirants must be aware of the future challenges that impact the process of attaining visibility and be prepared for powerful responses." The authors then suggest five key principles to guide and inform such initiatives. For several reasons, this third revised edition of High Visibility is far superior to earlier editions. First and obviously, the authors have the substantial advantage of perspective on what has happened (and not happened) during the last 19 years as more and more people have absorbed, digested, and then applied the core concepts provided in the first edition. Also, as a result, the authors have much more material to work with as the number of opportunities and venues to establish high visibility has so rapidly increased. Finally, the authors have taken full advantage of their opportunity to revise, refine, and develop those core concepts in much greater depth, using current or recent examples previously not available. High Visibility is a brilliant achievement.

The classic guide to personal and public image making--now updated for the digital age The groundbreaking, critically acclaimed original edition of High Visibility established celebrity--the creating and managing of one's public persona--to be a critical factor in achieving personal and professional success and status. Now, in this new third edition, international communication expert Irving Rein, international marketing guru Philip Kotler, and coauthors Michael Hamlin and Martin Stoller show you how to achieve and benefit from high visibility--in any profession! "High Visibility brilliantly captures the how, why, and what of the celebrity-building process."--Al Reis, bestselling author of *Positioning and Marketing Warfare* "High Visibility is the Bible, the Das Kapital, the Origin of Species of the infant science of celebrityology."--Peter Carlson, *Washington Post Today*, it's not just what you know or who you know--it's who knows you. High Visibility is the difference between being just a member of the crowd and becoming a highly recognized individual.

"High Visibility brilliantly captures the how, why, and what of the celebrity-building process." -- Al Reis, bestselling author of Positioning and Marketing Warfare

"High Visibility is the Bible, the Das Kapital, the Origin of Species of the infant science of celebritology." -- Peter Carlson, Washington Post

From the Back Cover

Since the dawn of the professions, two factors have been critical for success: what you knew and who you knew. Today, a third element may eclipse the importance of the first two: who knows you. Visibility--celebrity--has become a key factor in success. Not just in the entertainment sector, where visibility has always mattered, but in the professional sectors of life, high visibility--the business of creating and managing one's public persona--has become an exciting process with incalculable rewards. Attaining it is often a key difference--sometimes the only difference--between being an also-ran in one's profession and becoming a dominating "star." Whether you are a lawyer, a physician, a marketing manager, or an artist, the ability to create and manage your visibility is vital to maximizing your success. High Visibility is the ground-breaking book that describes and explains the whole new industry that has evolved to help you--as a professional--achieve this much-sought-after celebrity. Based on hundreds of examples and case studies of celebrities from all walks of professional life, this book reveals the sophisticated marketing techniques used to separate the leaders from the followers with analyses of:

- The Celebrity Industry: The key players in the image-making industry who shape the "celebrity culture."
- The Building Blocks and Techniques of Transformation: The tools people use to change and shape their personalities and images to meet the success criteria of their professions.
- Image Management: The techniques used by successful professionals to sustain their image over time.

High Visibility provides a blueprint for every professional who wants to maximize his or her potential for success.

Praise for High Visibility

"High Visibility is the bible, the Das Kapital, the Origin of Species of the infant science of celebritology. Lend it to your agent or read it to your personal trainer." -- Peter Carlson The Washington Post

"This is the book for professionals seeking celebrity. Lawyer, physician, or actor, the ideas in this book can make a big difference in your future." -- Kathy Kaehler NBC Today Show Fitness Expert

"Nothing succeeds like being a celebrity. High Visibility brilliantly captures the how, why, and what of the celebrity-building process." -- Al Ries, Chairman Ries Ries

"Why are there so many celebrities? And how do they get there? This fascinating and highly readable book deals with all aspects of the celebrity industry and how it affects the entire business community in America. There is also plenty of food for thought for your own career." -- Mark Hampton Interior Designer

"What could Martha Stewart, Dennis Rodman, Alanis Morissette, and Vice President Al Gore possibly have in common? Just this. Their fame is the result of a highpowered, highly sophisticated high visibility machine that pervades every area of contemporary life. While their clients are highly visible, the celebrity makers have been, by design, highly invisible until this fascinating book. Kotler, Rein, and Stoller lift the cloak of invisibility from the celebrity industry to show how they can and do make people into marketable products." -- Thomas L. Harris, Former Chairman Golin/Harris Communications

"Every 'player' can benefit from this book. It provides concrete analysis and advice on how images are built from the ground up." -- Del Harris NBA Coach

"A fascinating and well-researched examination of the 'celebrity industry' and the dynamics of how people can be packaged as products." Robert Goldsborough Advertising Age

About the Author

Irving Rein is a professor of communication studies at Northwestern University. He is an internationally known expert on public communication and popular culture and a consultant to highly visible individuals and corporations. Philip Kotler is the S.C. Johnson Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University. He is one of the world's foremost marketing experts and the author of Marketing Management, the most widely used marketing book in graduate business schools worldwide. Michael Hamlin is the managing director of TeamAsia, a strategic marketing communications consulting firm. He is an international corporate and personal brand consultant and is based in Asia. Martin Stoller was a clinical professor of organizational behavior at Northwestern University's Kellogg School of Management. He consulted internationally with corporations on persuasion and visibility issues.