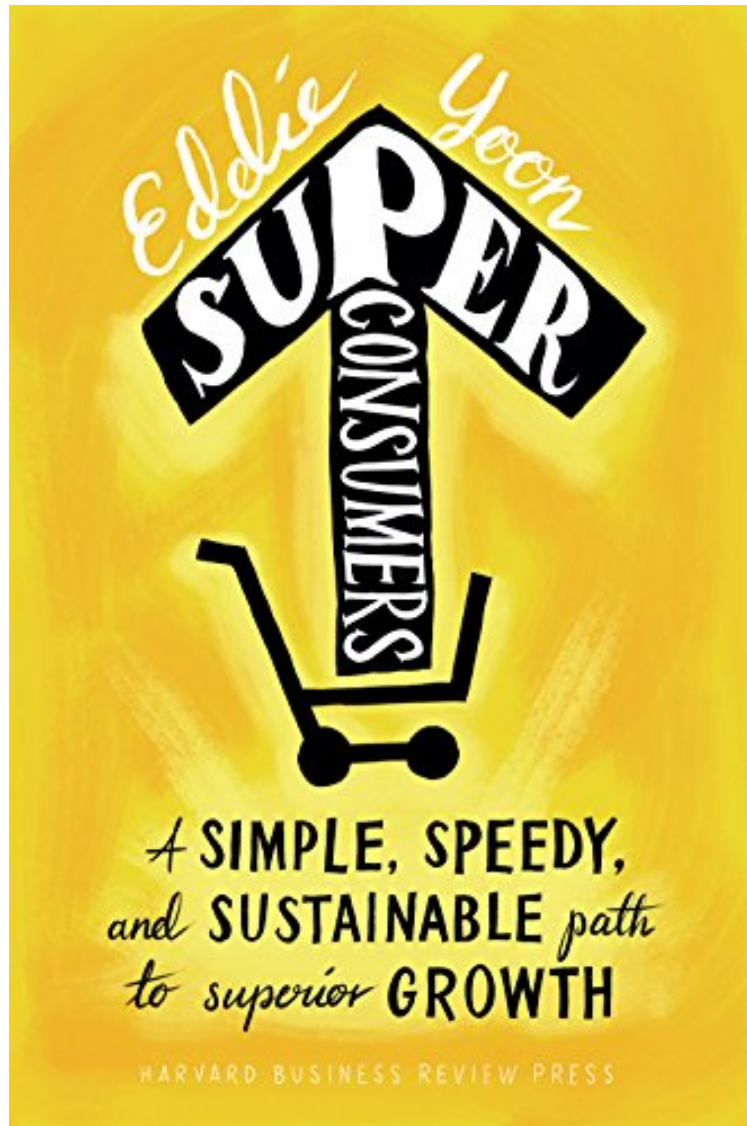


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Superconsumers: A Simple, Speedy, and Sustainable Path to Superior Growth

Eddie Yoon

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2 of 2 people found the following review helpful. Read this now, before your competitors do!By Tom Schwab[[VIDEOID:6fba64b27ea84fa9ca49da571c3be686]] Your customers have all the answers. Finding and listening to your super consumers will allow you to clearly hear the answer through all of the noise. After hearing

Eddie Yoon on the Legends and Losers Podcat I immediately bought his book. It is the MOST READABLE business book I've gotten from Harvard Press. Why I'm an auditory learner, I'm glad I go the physical book as there are lot of charts that really communicate the ideas clearly. I most highly recommend this book - Tom Schwab - Interview Valet - Kalamazoo, MI 2 of 2 people found the following review helpful. Better books out there on superconsumers By khDisappointing. The book can be summed up in a simple white paper of a few pages. I found the 200 pages this took to be exhaustive review of the top level insights on what it takes to reach superconsumers. The narrative often went off into other functional areas that are better covered by other business books (culture, media strategy, big data, etc.). I'm sure Eddie Yoon is a smart guy and on top of his game. However, as a CPG consultant I think his inability to share the gritty details for confidentiality reasons limited the depth of the story he was able to tell. 2 of 2 people found the following review helpful. Must read for all business leaders - whether you run a billion dollar portfolio or own a small business By Daniela Eddie Yoon does an excellent job inspiring business leaders to leverage Superconsumers. It's not the concept alone that is so special about this book, it is also how the concept is explained to readers by using insightful, fun to read case studies. Perhaps my favorite chapter is the one that highlights insights around superconsumers of American Girl Doll. It's a must read for anyone who has a little girl in their lives. This chapter truly brings the immense powers of superconsumers to life - a fascinating description of how superconsumers can help you create new categories.

Pork dorks. Craftsters. American Girl fans. Despite their different tastes, these eclectic diehards have a lot in common: they're obsessed about a specific brand, product, or category. They pursue their passions with fervor, and they're extremely knowledgeable about the things they love. They aren't average consumers they're superconsumers. Although small in number, superconsumers can have an outsized impact on a company's bottom line. Representing 10% of total consumers, they can drive between 30% to 70% of sales, and they're usually willing to spend considerably more than the average consumer. And because they're so engaged and passionate, they can offer invaluable advice to managers looking to improve their products, change their business models, energize their cultures, and attract new customers. In Superconsumers, growth strategy expert Eddie Yoon lays out a simple but extremely effective framework that has helped companies of all types and sizes achieve more sustainable growth: I'll show you how to find, listen to, and engage with your most passionate and profitable consumers, and then tailor your decisions to meet their wants and needs. Along the way, I'll let you into the minds and homes of superconsumers of all kinds, revealing what makes them tick and why they're willing to spend so much more than other consumers. Rich with data and case studies of companies that have implemented superconsumer strategies with great success, Superconsumers is a fun, practical, and inspiring guide for anyone interested in making their best customers even better.

ADVANCE PRAISE for Superconsumers: Keith Levy, President, Royal Canin USA, a division of Mars, Inc. Every company says they put their customers first. But their actions don't always reflect their words. It isn't for lack of effort, though. The truth is, it feels like we face only either/or choices between our businesses and our customers. Eddie Yoon has helped company after company break free from this compromise and reach its full potential. Superconsumers shows you how to do it and how to accelerate your growth. Man Jit Singh, President, Sony Pictures Home Entertainment Superconsumers have helped me throughout my career from selling instant noodles in India to marketing movies in Hollywood. You can ask anyone who works for Sony Home Entertainment Pictures about superconsumers. No matter how junior they are or what role they have, they will know exactly what you're talking about. We have embedded superconsumers deeply into our culture. Steve Hughes, cofounder and CEO, Sunrise Strategic Partners I've had the good fortune of building megabrands with the largest, most respected companies and helping up-and-coming entrepreneurs. In each situation, superconsumers were the secret sauce for success. In my experiences as a marketer, a CEO, and now as a private equity investor, superconsumers have always been a proven part of my playbook. Mukul Deoras, CMO, Colgate-Palmolive When I met Eddie a few years ago, I was intrigued by the idea of superconsumers but wondered if it was truly a global phenomenon. However, we discovered during our work with superconsumers from Mexico City, Manila, and Milan how powerful and surprisingly similar their insights were. Working with superconsumers makes growing a global brand much easier, more efficient, and more effective. Dwight Brown, Senior Vice President, Marketing, iRobot Each time I spoke with Eddie, he would share these fun and insightful tidbits about consumers. They were all surprising and surgical in their precision and power. Later, I realized his wisdom came from superconsumers. This book is not only chock full of epiphanies; it is also a guide that will help you discover your own superconsumers and benefit from them as I have. Michelle Stacy, former President, Keurig Inc. Eddie Yoon taps into a major secret in brand building: every powerful brand derives its strength from an even deeper and more powerful force: the emotion and energy of superconsumers. These tremendously insightful and influential consumers will pay more, explore more, and advocate more. This book helps you understand how to identify them, completely change the way you think about your

business, and maximize your growth.”