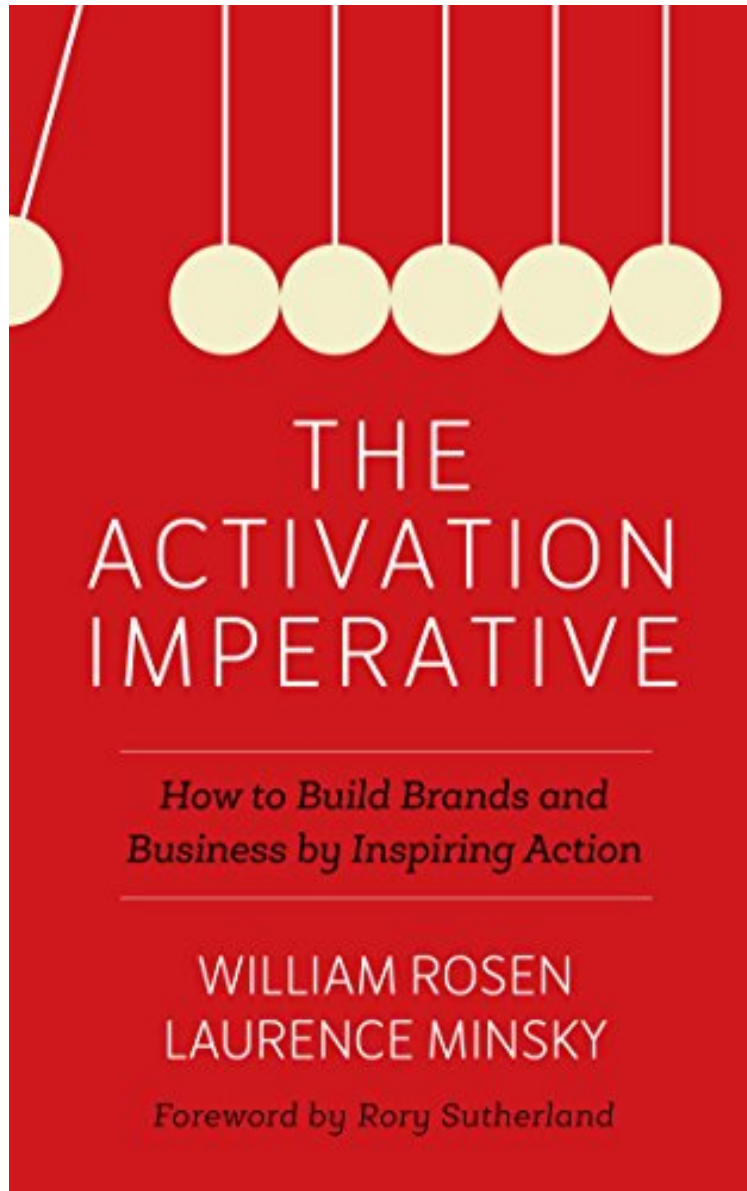


(Free) The Activation Imperative: How to Build Brands and Business by Inspiring Action

The Activation Imperative: How to Build Brands and Business by Inspiring Action

William Rosen, Laurence Minsky

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William Rosen, Laurence Minsky : The Activation Imperative: How to Build Brands and Business by Inspiring Action before purchasing it in order to gage whether or not it would be worth my time, and all praised The Activation Imperative: How to Build Brands and Business by Inspiring Action:

0 of 0 people found the following review helpful. A Must Read for Everyone in Marketing CommunicationsBy

CustomerI was fortunate enough to get my hands on an advanced copy of, *The Activation Imperative*. I found it hard to put down. Every chapter is packed with helpful insight on why brand activation is becoming more and more important, and examples of how to use it in your marketing communications strategy. I would recommend it to anyone in the marketing and advertising fields.1 of 1 people found the following review helpful. The antidote to marketing fragmentationBy Keith QuesenberryRosen and Minsky present an antidote to marketing fragmentation that provides a strategic blueprint for consumer centric marketing by starting at the end of the purchase cycle. They not only present a sound system but back it up with real life case studies and examples throughout. This useful guide helps bridge new and traditional marketing together and brings specialties such as shopper marketing, mobile and data scientists into mainstream marketing integration. Marketing today is about specialist, but someone must still be driving the overall strategic thinking. This book addresses the real problem of bringing all the new marketing specialists together with a renewed call for strategic generalists, which I think is dead on. In the end, *The Activation Imperative* delivers a smart strategic method that is really needed today!0 of 0 people found the following review helpful. I was fortunate enough to read the advanced manuscript of *The Activation ...*By CustomerI was fortunate enough to read the advanced manuscript of *The Activation Imperative*.As an advertising professional just beginning my career, I can say with confidence that this book is a must read for anyone who wants to learn how to be an effective marketer, while also learning how to think strategically and practically.

How can marketers navigate the growing array of marketing specialties, multiplying media options and data sources, and increasing content saturation to improve effectiveness and return on investment?How can they provide consumers with seamless experiences of value across channels that overcome behavioral barriers and actually deliver results?In *The Activation Imperative*, William Rosen and Laurence Minsky provide a straightforward guide for marketers to move beyond building brands to activating them—from simply projecting what a brand is to optimizing what it does—to move people closer to transaction.Drawing on years of research and experience with the world's most sophisticated brands, Rosen and Minsky share a unifying cross-discipline marketing approach designed to impact critical behaviors and more effectively drive business results. They reveal how today's more personalized and trackable communications illuminate tremendous diversity in paths-to-purchase and explain how to leverage this data to develop more effective strategies and creative targeted to individual inflection points. With actionable advice and best-in-class examples, Rosen and Minsky offer marketers a road map to manage today's increasingly fragmented marketing landscape to more effectively and efficiently build brands and business.

The Activation Imperative is an essential read for any marketer hoping to stay relevant in a rapidly changing marketplace. Rosen and Minsky build a compelling argument for moving beyond carpet-bombing prospective customers with brand promotion to engaging them at key trigger points in the customer journey. With its keen insights on building both brand and bottom line results, this is one book you don't want to miss! (Rick Mathieson, author of *Branding Unbound* and *The On-Demand Brand*)For those striving to break down traditional marketing silos and design truly human-centered solutions that drive business results, this book provides the road map and beacon you have been looking for. (Lisa Hurwitz, vice president of global brand design, Kimberly-Clark)*The Activation Imperative* takes marketing strategy to a new level, demanding more from marketing and marketers. Rosen and Minsky bring cohesion, structure, and direction to an increasingly fragmented marketing environment. They show how to weave digital and traditional channels together to build powerful and cost-effective marketing campaigns. A thoughtful book, and a must-read. (Kevin Tynan, senior vice president of marketing, Liberty Bank for Savings; author of *Exposure: How to Market So Your Message is Unavoidable*)In our recent groundbreaking study, the Association of National Advertisers found that spending on brand activation will top \$740 billion by 2020, more than twice as much as advertising. I'm glad to finally see a book like *The Activation Imperative* that is not only focused on brand activation but also provides a methodology for better aligning marketing disciplines to achieve it. (Michael P. Kaufman, Senior Vice President, Brand Activation Division, Association of National Advertisers)About the AuthorWilliam Rosen is chief executive officer of VSA Partners, one of the world's preeminent branding and marketing firms, and former president and chief creative officer of North America at Arc Worldwide, the global marketing company of Leo Burnett Worldwide. Widely recognized as a leader in cross-channel marketing, he has been honored with hundreds of awards around the world and served as president of the jury at the Cannes Lions International Festival of Creativity.Laurence Minsky is associate professor of advertising at Columbia College Chicago and author or coauthor of several books, including *How to Succeed in Advertising When All You Have Is Talent*. He is also an award-winning creative director, copywriter, marketing strategist, and consultant, working with clients such as , United Airlines, and many other leading brands focused on creating innovative and effective cross-discipline marketing solutions.