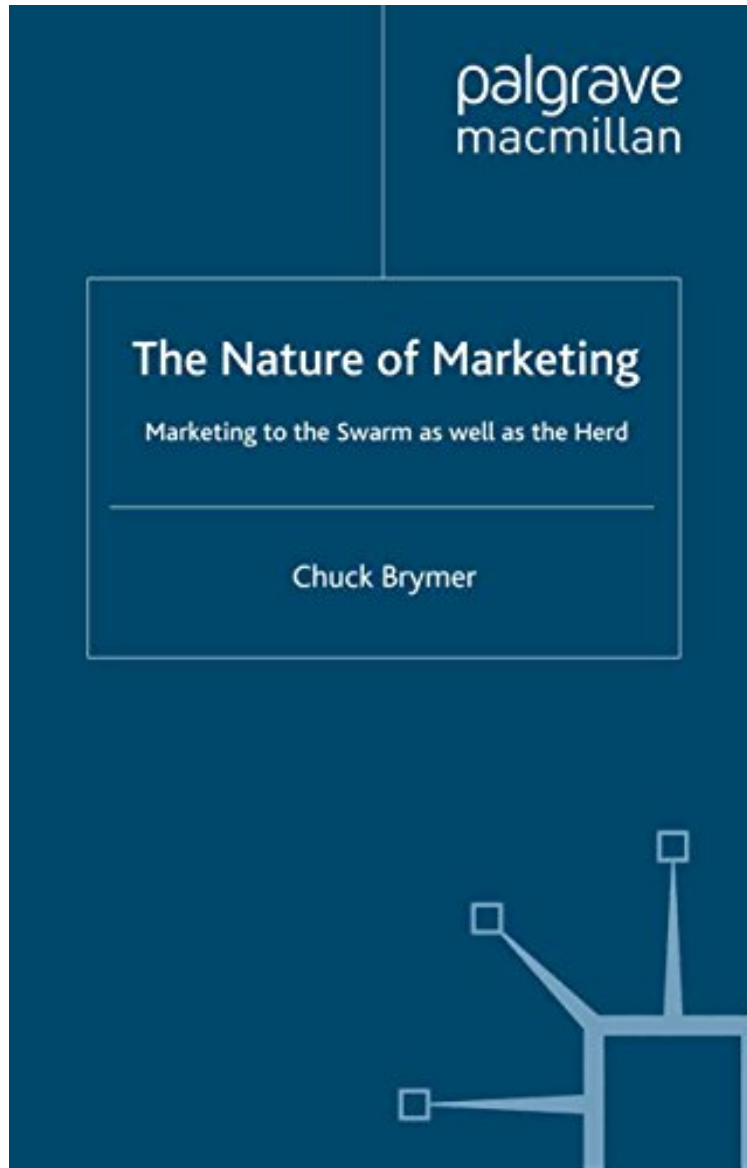


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# The Nature of Marketing: Marketing to the Swarm as well as the Herd

C. Brymer

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**C. Brymer : The Nature of Marketing: Marketing to the Swarm as well as the Herd** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Nature of Marketing: Marketing to the Swarm as well as the Herd:

2 of 2 people found the following review helpful. A Refreshing PerspectiveBy Todd SebastianSo many "experts" keep warning us that traditional branding and marketing are dying quick deaths. The massive momentum behind social-

networking websites and other new media is certainly having an impact in how people consume and share information. No doubt. But is it really so clear-cut to say that marketing as we know it is dead? Chuck Brymer doesn't think so. Read his book and you will likely agree with him. He offers a logical and compelling argument for a strategic balance between "herd" (mass) and "swarm" (social) marketing. His perspective is rational, realistic, and refreshing. Todd Sebastian Best-selling author, *Tell Your Clients Where to Go! A Practical Guide to Providing Passionate Client Leadership* 0 of 1 people found the following review helpful. Informative and insightful. By Joseph Ranum Chuck Brymer makes a substantive and compelling forecast on the marketing strategies used by consumer brands. The hyper-growth of social networking websites and the demand for user-generated content has redefined the concept of brand communities. In this book Chuck Brymer articulates the value of digital brand communities and why they must be factored into the business model and not just marketing strategy. He emphasizes the significance of creating a dialogue with consumers and why engaging them to that end cannot be accomplished solely through "herd" marketing. The concept of "swarm" marketing is not just an innovative approach to engaging consumers it is simplistically instinctive and will influence marketing strategy for a long time to come. Read the book! Chuck Brymer provides fascinating insight on the prominent future of marketing! Also learn what Chuck himself has already done at his organization to capitalize on this revolution!

The Nature of Marketing describes the power of social and consumer networking, and demonstrates the tangible benefits of building brand experiences that leverage this phenomena. In order to build sustainable desire and create demand, brands must be able to exert influence among these new kinds of community.

"Marketing has always been about listening to the customer. Chuck Brymer shows the importance social networks play in customers listening to each other as well." --Don Knauss, Chairman CEO, The Clorox Company "The rise of social networks is creating new opportunities for marketers. Chuck Brymer brings fresh perspective to navigate this area most effectively." --Andrea Ragnetti, CEO, Philips Consumer Lifestyle "We are in a new world with new rules for marketing. Chuck Brymer understands this and his book demonstrates how to use social marketing as a competitive advantage for success." --Mary Dillon, Global Chief Marketing Officer, McDonald's Corporation "Social media is radically changing the way brands are developed and nurtured. There are big opportunities and big risks in this space. Chuck provides important navigation on the journey." --Brian Perkins, Corporate Vice President, Johnson Johnson "The Nature of Marketing is brilliant! Chuck Brymer's swarm theory will influence marketing strategy for generations by challenging marketers to recognize homogenous social communities and the individual needs within those communities." --Bob Liodice, President CEO, Association of National Advertisers (ANA) About the Author CHUCK BRYMER is President and CEO of DDB Worldwide, one of the largest and most awarded advertising and marketing agencies in the world. Formerly the head of Interbrand Group, Brymer is one of the foremost experts on brands and marketing and has worked for many of the world's most well-known and successful companies. DDB operates offices in nearly 100 countries and is recognized for creating some of the world's most celebrated campaigns.