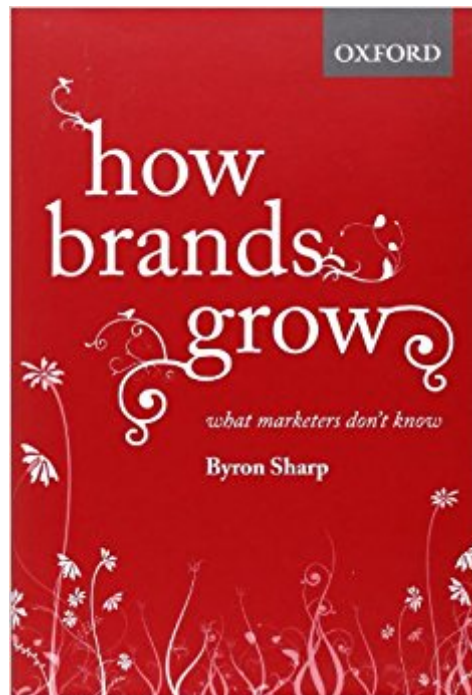




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How Brands Grow: What Marketers Don't Know



Synopsis

This book provides evidence-based answers to the key questions asked by marketers every day. Tackling issues such as how brands grow, how advertising really works, what price promotions really do and how loyalty programs really affect loyalty, *How Brands Grow* presents decades of research in a style that is written for marketing professionals to grow their brands. It is the first book to present these laws in context and to explore their meaning and application. The most distinctive element to this book is that the laws presented are tried and tested; they have been found to hold over varied conditions, time and countries. This is contrary to most marketing texts and indeed, much information provides evidence that much modern marketing theory is far from soundly based.

Book Information

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Customer Reviews

"How Brands Grow is a wonderful stimulant, a fascinating corrective to our tendency to follow fashion and let received wisdom go unchallenged."--MarketingWeek
"Highly practical...includes many groundbreaking ideas."--CHOICE
"Marketers need to move beyond the psycho-babble and read this book... or be left hopelessly behind."--Joseph Tripodi, The Coca-Cola Company, Atlanta USA
"Until every marketer applies these learnings, there will be a competitive advantage for those who do."--Mitch Barnes, The Nielsen Company
"A scientific journey that reveals and explains with great rigour the Laws of Growth."--Bruce McColl, Mars Incorporated
"This book puts marketing's myth-makers, of which there are many, in their proper place."--Thomas Bayne, MountainView Learning, London.
"A truly thought-provoking book."--Timothy Keiningham, IPSOS Loyalty
"The evidence in this book should make any marketer think hard about how they manage their

brands."--Kevin Brennan, General Manager Snacks and Marketing Director, Kellogg UK" This book should be required reading on any marketing course."--Colin McDonald, the 'father' of Single-Source analysis and author of Tracking Advertising & Monitoring Brands" There is competitive advantage here for those who understand and follow this book's lessons."--Jack Wakshlag, Chief Research Officer, Turner Broadcasting Systems, Inc.

Professor Byron Sharp is the Director of the Ehrenberg-Bass Institute for Marketing Science at the University of South Australia. The Institute's fundamental research is used and financially supported by many of the world's leading corporations including Coca-Cola, Kraft, Kellogg's, British Airways, Procter & Gamble, Nielsen, TNS, Turner Broadcasting, Network Ten, Simplot, Mars and many others. Dr Sharp has published over 100 academic papers and is on the editorial board of five journals. He recently co-hosted a conference at the Wharton Business School on laws of advertising and, with Professor Jerry Wind, is editing a special issue of the Journal of Advertising Research on the topic.

I was skeptical of this book, and put off reading for sometime. My reason was that although acquisition and penetration seems to be at the core of the message, as big brands having a slight edge on retention than smaller ones (I saw some youtube's by professor Sharp), the book is not available in Kindle. Anybody writing a book and really wanting to acquire bunch of new audience probably shouldn't say no to a channel that controls 70-80% of the e-reader market. I tweeted to prof Sharp and he had his reasons, mostly centered around the formatting of the book being harder on Kindle, which might be the case (Although I believe is way too advanced for not formatting charts and tables correctly, and I have self published my daughters poems, it was very easy). Moving on beyond why I didn't read the book early on. I think this book is absolutely fantastic read. It is written in a matter of fact way, with data points for every argument it makes. It was recommended by Dr. Fader (Wharton School) , after I asked him a certain question, and I had to change my mind and actually read it. He was spot on. Lot of the findings in the book are very close to what I have seen in practical data. If you are in midst of digital advertising revolution and working on a relatively smaller brand this book will clear your head on some misconceptions or lets say popular notions of brand building and may give you new ideas on how to go about it. I rather not summarize the book in my review, but I think the book gives the reader different ideas on the few questions such as retention vs acquisition, understanding the relation ship of cross selling to customer base, how much to sweat on retention and defection, focusing and trying to acquire a

certain customer segment relative to brand size. In short, I would say whether you agree with the book or not, it is a must read.

This book has changed the way I see my profession and judge my ideas. I've been in the marketing/advertising industry for over 15 years and had a hard time swallowing the hard truths contained here. But it was nevertheless extremely helpful and eye opening. I'm glad I came across this book after reading so much non sense, such as Love Marks, etc.

Brands grow by ensuring good customer experiences. I haven't even listened to this because I'd like to listen to it on my phone (where I listen to most other audio books, etc.) I no longer have a CD reader on my computer, so this has been a most dissatisfying experience -- and bad marketing!

Amazing book that will challenge everything you know about effective marketing and market research and get you to rethink some tried and true principles.

Really useful and well-written, based on actual research instead of gut feelings. Learned a lot about both building a brand and marketing for brands.

This is a book that legitimately answers questions that marketers have (or should have) had for years. I have bought copies for a ton of people and continue to do so.

Though I don't concur with all the book's conclusions and implications, Sharp and his colleagues question much of our standard thinking about marketing. Most importantly, it challenges us to apply scientific principles to marketing and marketing research.

Excellent. Keep this out of the business schools, the professors won't have jobs. Lots of good information.

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