

SIMPLICITY MARKETING



End Brand Complexity, Clutter, and Confusion

Steven M. Cristol and Peter Sealey

Simplicity Marketing Relieving Customer Stress In The Digital Age

Joseph H. Boyett, Jimmie T. Boyett



Simplicity Marketing Relieving Customer Stress In The Digital Age:

Gonzo Marketing Christopher Locke, 2009-06-17 Ladies and gentlemen please return your tray tables to the fully upright and locked position suspend your disbelief and put on your tinfoil pyramid hats We are now entering cue lights cue music the Brand Dimension *Gonzo Marketing* is a knuckle whitening ride to the place where social criticism biting satire and serious commerce meet and where the outdated ideals of mass marketing and broadcast media are being left in the dust As master of ceremonies at the wake for traditional one size fits all marketing Locke has assembled a unique guest list from Geoffrey Chaucer to Hunter S Thompson to guide us through the revolution that is rocking business today as people connect on the Web to form powerful micromarkets These networked communities based on candor trust passion and a general disdain for anything that smacks of corporate smugness reflect much deeper trends in our culture which Locke illuminates with his characteristic wit Just as gonzo journalism arose in response to objective news standards that claimed to foster fairness but in practice discouraged writers from speaking their minds in their own voices so too does gonzo marketing call for a similar response to assumptions about consumer behavior that no longer relate to how people actually live their lives *Gonzo Marketing* is not yet another nostrum for hoodwinking the unwary It's about market advocacy It describes how the artist formerly known as advertising must do a 180 It's about transforming the marketing message from we want your money to we share your interests It's about tapping into listening to and even forming alliances with emerging on line markets who probably know more about your company than you do It's a hip hop cover of boring old best practices played backwards The paradox is that companies that support and promote these communities can have everything they've always wanted greater market share customer loyalty brand equity Irreverent penetrating profoundly simple and on the money *Gonzo Marketing* is the raucous wake up that no one interested in any aspect of twenty first century business from the trading floor right up to the boardroom can afford to ignore **Harvard Business Review**, 2000 Includes sections Review of business literature and Book notices *Sloan Management Review*, 1999 **Simplicity Marketing** Steven M. Cristol, Peter Sealey, 2001-03-11 For more than half a century marketers have bombarded customers with more and more choices in products and services What is the result Unprecedented anxiety Our mental circuit breakers are on overload In fact pioneering brand strategists Steven M Cristol and Peter Sealey assert that we have reached our manageable threshold for making decisions and a watershed in product proliferation In this pathbreaking book the authors argue with compelling evidence that the next generation of marketing successes will belong to those brands that simplify customers lives or businesses in ways that are inextricably tied to brand and product positioning They contend that if a brand is not reducing customer stress it is creating it and it is vulnerable to losing market share to more customer empathetic competitors Writing especially for product or brand managers who are struggling to simplify their portfolios Cristol and Sealey have created a breakthrough framework that is itself a lesson in simplicity After presenting two essential guideposts for managers to assess where their brand sits on the

stress spectrum the authors turn to the heart of Simplicity Marketing the 4 R s of simplification Replace Repackage Reposition and Replenish Using scores of real world company examples Cristol and Sealey show how each of the 4 R s interacts with the others in powerful ways to relieve customer stress and how these strategies may be executed individually or in combination to build brand loyalty Here for the first time are ten specific strategies to relieve customer stress through consolidating aggregating or integrating products and services repositioning brands for more relevance to stress reduction and decluttering customers decision making requirements The final pages of this brilliant manifesto for a simplicity revolution provide a guide to managing simplicity strategies leveraging information technology to simplify rather than complicate customers lives and integrating all the tools in the book into an executional blueprint CRM--the Right Way,2005 Entrepreneur Small Business Entrepreneur Entrepreneur Entrepreneur Christopher Locke,2004 03-03-2004,Entrepreneur The Publishers Weekly ,2000 The Industry Standard ,2000-08 Choice ,2000 **The Guru Guide to Marketing** Joseph H. Boyett,Jimmie T. Boyett,2003-02-25 Discusses the newest marketing concepts The Guru name is synonymous with expert candid advice The Guru format provides an easy reference to a wide range of ideas and practices

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