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Good Is the New Cool: Market Like You Give a Damn

Afdhel Aziz, Bobby Jones

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Afdhel Aziz, Bobby Jones : Good Is the New Cool: Market Like You Give a Damn before purchasing it in order to gage whether or not it would be worth my time, and all praised Good Is the New Cool: Market Like You Give a Damn:

1 of 1 people found the following review helpful. Really enjoyed reading this bookBy Raul C.Really enjoyed reading this book. It gives you some very practical ways to make a difference as a marketer without having to change your job. Inspiring stories to make sense of some of the concepts presented in the book.2 of 2 people found the following review helpful. Excellent book! I've learned a lot from reading itBy Nadia LExcellent book! I've learned a lot from reading it.

It makes a clear case for why it makes great business sense to execute marketing strategies that make the world a better place - connect with people as citizens and not just as consumers, participate in society in a meaningful and valuable way. There is certainly a feeling in the industry that the world has shifted. People crave authenticity, they want to see the corporate sector take action and help solve problems. The book shows how to do this - make a positive impact AND grow the bottom line - which I believe is the best of both worlds. Thanks to the authors for this inspiring and practical book! 2 of 2 people found the following review helpful. AND do good. But By Renee Reading this book gave me hope for capitalism. It puts the power squarely into the hands of business people and marketers, where they previously may have felt powerless to have their actions go beyond mere consumption. There is a way to sell, market, create, AND do good. But, not only is there a way to do so, it's the very best way to appeal to this particular Millennial consumer who really wants to do both. Good Is the New Cool is a guidebook for coolness, which a brand's Holy Grail. More importantly, it's a pathway for people to get the goods and services they need, while allowing their brand choices to go farther than just the cash register. Solutions! Go figure.

"We are at a crossroads: either we can try to prop up the old, broken marketing model, or we can create a new model, one that is fit for the unique challenges of today." —From Good Is the New Cool Marketing has an image problem. Media-savvy millennials, and their younger Gen Z counterparts, no longer trust advertising, and they demand increased social responsibility from their brands — while still insisting on cutting-edge products with on-trend design. As always, brands need to be cool — but now they need to be good, too. It's a tall order, and with new technology empowering consumers to bypass advertisements altogether, it won't be long before the old, advertising-based marketing model goes the way of the major label. If only there was a new model, one that allowed companies to address environmental, civic, and economic issues in a way that grew their brand and business, while giving back to society, and re-branding — as a powerful force for good. Enter Good is The New Cool, a bold new manifesto from marketing experts Afdhel Aziz and Bobby Jones. In provocative, whip-smart, and streetwise style, they take aim at conventional marketing, posing the questions few have had the vision and courage to ask: If the system is broken, how can we fix it? Rather than sinking money into advertising, why not create a new model, in which great marketing optimizes life? With seven revolutionary new principles — from "Treat People as Citizens, Not Consumers," to "Lead with the Cool" — and insights and interviews from a new generation of marketers, social entrepreneurs, and leaders of such brands as Zappos, Citibank, The Honest Company, as well as the culture creators working with artists like Lady Gaga, Pharrell, and Justin Bieber, this rule-breaking book is the new business model for the twenty-first century, and a call to action for anyone committed to building a better tomorrow. This visionary book won't just change your business — it will change the world.

"Every business, brand, and individual involved in the business of brands should sit up and take note." —Paul Woolmington, CEO, Canvas Worldwide "With people saying they wouldn't care if 74 percent of brands disappeared tomorrow, marketers need to reimagine why their brands exist and how they engage with people. The intersection of the three c's (culture, commerce, and conscience) is the winning formula for marketers who understand they are no longer selling to people, but how they now must engage with them." —Carol Cone, CEO, Purpose Collaborative "The perfect marriage of consciousness and capitalism, this book will transform your business — and possibly the world." —Kelly Cutrone, television personality, publicist, and New York Times bestselling author About the Author Afdhel Aziz is currently Founder and Chief Creative Officer of Conspiracy of Love, a think-tank and idea incubator that helps Fortune 500 brands harness the power of technology, culture and social good. He is a brand marketer and strategist with two decades of experience, who has worked for blue-chip companies, such as Absolut Vodka, Nokia, Heineken, and Procter and Gamble. He is an expert on how to deliver cutting-edge campaigns, content, and experiences that drive pop culture, working with artists, such as Lady Gaga, Swedish House Mafia, and Kanye West. His award-winning work has been featured in the New York Times, Vice, Fast Company, The Guardian, Forbes, Mashable, and more. Bobby Jones has developed award-winning campaigns and strategies for Ford, Moet Hennessy, Adidas, and others. He currently serves as Peace First's Chief Marketing and Communications Officer, Jones is responsible for leading all marketing and communications efforts to help achieve Peace First's vision to create a new social norm where millions of young people are prepared, empowered, and committed to solving the world's biggest challenges with courage and compassion.