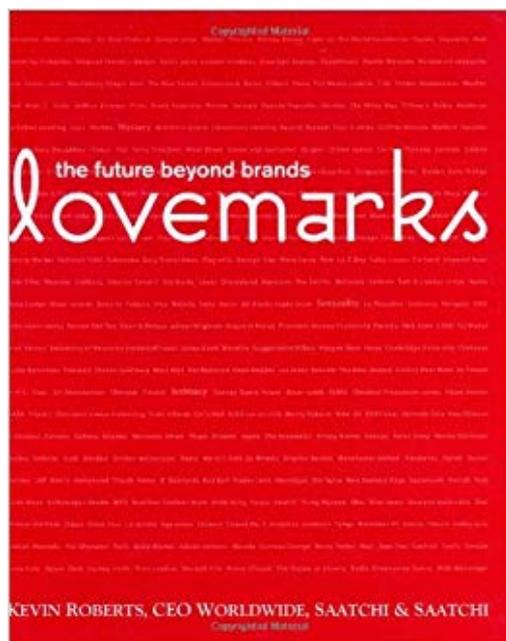


## Lovemarks: The Future Beyond Brands *by* Kevin Roberts



**ISBN:** 1576872041

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**Author:** Kevin Roberts

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Kevin Roberts passionately believes that love is the way forward for business. In his second book, *Lovemarks: The Future Beyond Brands*, Roberts recounts the journey from Products to Trademarks to Brands - and the urgency of taking the next step up - to Lovemarks. Roberts offers a lively, critical assessment of brands and the problems that face them in an increasingly competitive world. His argument is straightforward. Numbed by the assault of commodification and customer indifference, brands have simply run out of juice. The solution? The creation of products and experiences that will create long-term emotional relationships with consumers. To get there, Roberts advocates infusing brands with three fundamental Lovemark elements: Mystery, Sensuality, and Intimacy. Mystery enters by drawing on the past, present, and future; the value of myths and icons; and the powers of inspiration; and by tapping into dreams. Sensuality and the five senses can be used to locate touch-points with consumers. Intimacy is created through commitment, empathy, and passion. The power of these dynamic forces is captivatingly presented with lively anecdotes, living examples, and graphic illustrations drawn from the world of advertising and beyond. The idea that consumers, not companies, own Lovemarks is fundamental. This book shows that not only business mavens, but the special people that Roberts calls "Inspirational Consumers," can shape the future of commerce. With a foreword by Procter & Gamble's Chairman and President, A.G. Lafley, the book also includes insights from business leaders, ideas people, and artists, including Cambridge University's Sandra Dawson, former rugby All Black captain Sean Fitzpatrick, Visionaire editor Cecilia Dean, author Malcolm Gladwell, Founding Editor of *Fast Company* magazine Alan Webber, Nike's Clare Hamill, and Toyota Motor Corporation's Yoshio Ishizaka. The book is an entertaining, elucidating, and ultimately inspiring vision of the rejuvenation of brands through the power of love and the responsibility of business to fulfill one of its key functions - to make the world a better place.



## Reviews of the **Lovemarks: The Future Beyond Brands** by Kevin Roberts

Thiama

Very interesting to me but some might feel there are parts that are overthought. Ad agencies can sometimes get stuck in thinking details to death but Kevin reminds us finding emotion and connection is more important than stacks of research that can contradict and confuse.

Blacknight

The book is good but not great. It's not that I had any major disagreement with anything it says, it's just that there is really nothing new in this book, nothing that I have read or lived through a hundred times before. There weren't any "a-ha moments" or breakthrough insights. If you've never read any marketing or branding books before, then you'll probably benefit by reading this. If you're like me, and have read many, many marketing and branding books, you will learn nothing new. When you're the CEO of Saatchi & Saatchi, your book is going to get published; if I had written this book and taken it to a publisher, they would have laughed at me and my incoherent writing style. Some of the concepts in this book, by the way, are also found in the old book "Raving Fans", which I think is more useful. On the positive side, some of the stories are compelling, and the photography and imaging are really interesting (I own the book, not the Kindle edition). Just don't think for a second that this book will turn you into a marketing or branding guru. It won't.

Jaiarton

Not even a real kindle book. Pages are images not text, can't read on a mobile device or resize text within screen. Content is lightweight and doesn't give practical know how that businesses need. The least useful brand book I have ever purchased. Will be asking for a refund, have never felt the need to do that before.

Binar

Working at Saatchi & Saatchi, this is a must read. Not a handbook, not a guideline book. A philosophy book. Most of the topics outlined are just common sense and daily life knowledge applied to business. Most of this knowledge you use it already, sometimes a little help is needed when applying it. This book guides you through.

Brightcaster

got iot for a frien but then i read it and love it ... Much fun to read, nice stories, great things to learn ... also very easy going reading

Gholbirius

Don't buy this book... It must be from 1999.

ndup

A must read for everybody who are interested in brands and how to create a great brand. Loved it. Great deal. Looked brand new

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