

<<飞跃! >>

图书基本信息

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作者：Bob Schmetterer

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内容概要

Traditionally, company leaders develop a business strategy based on bottom lines and profit margins, then hire an ad agency to back up that strategy with creative advertising. But history shows that some of the most effective branding campaigns are born when companies work with ad agencies to develop a business strategy that has a big, creative idea at its heart what CEO of Euro RSCG Bob Schmetterer calls the Creative Business Idea. In Leap, Bob Schmetterer shows advertisers how to combine advertising creativity and bottom-line realities to develop winning business strategies and winning ad campaigns. He analyzes some of the most creative business ideas in history, showing how successful advertising and marketing strategies do more than simply communicate the brand they define it. Advertisers know how to create demand for an existing brand, but Schmetterer argues that the next challenge for advertisers is to help their clients apply creative thinking to their core business strategy before they launch a branding blitz. Leap is about connecting the left brain and the right brain to develop solid business strategies that are also creative, fresh, and exciting. It s about mixing business s cold fixation on numbers with the warm heart of art and creativity to build revolutionary brands. It s about connecting with and listening to the client, understanding the business and the product, tapping into the client s passion for the product, and transmitting that passion to the consumer. It s about what happens when the business makes creativity part of its core strategy enabling it to move beyond self-imposed boundaries and expand the limits of its reach. With a wealth of examples from Volvo to Purdue, Schmetterer shows ad agencies and managers how to help their clients develop the big, creative idea that will transform their businesses and perhaps their industries. It s time for companies to make the Leap that synthesizes business and creativity to reap the full rewards of profitable innovation. BOB SCHMETTERER is Chairman and CEO of Euro RSCG Worldwide, a one of the world s top five global advertising and communications agencies with clients such as Intel, Peugeot, Air France, Orange, Abby National, MCI, Danone Group, Reckitt Benckiser, Volvo, and Yahoo!

作者简介

BOB SCHMETTERER is Chairman and CEO of Euro RSCG Worldwide, one of the world's top five global advertising and communications agencies with clients such as Intel, Peugeot, Air France, Orange, Abbe National, MCI, Danone Group, Reckitt Benckiser, Volvo, and

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