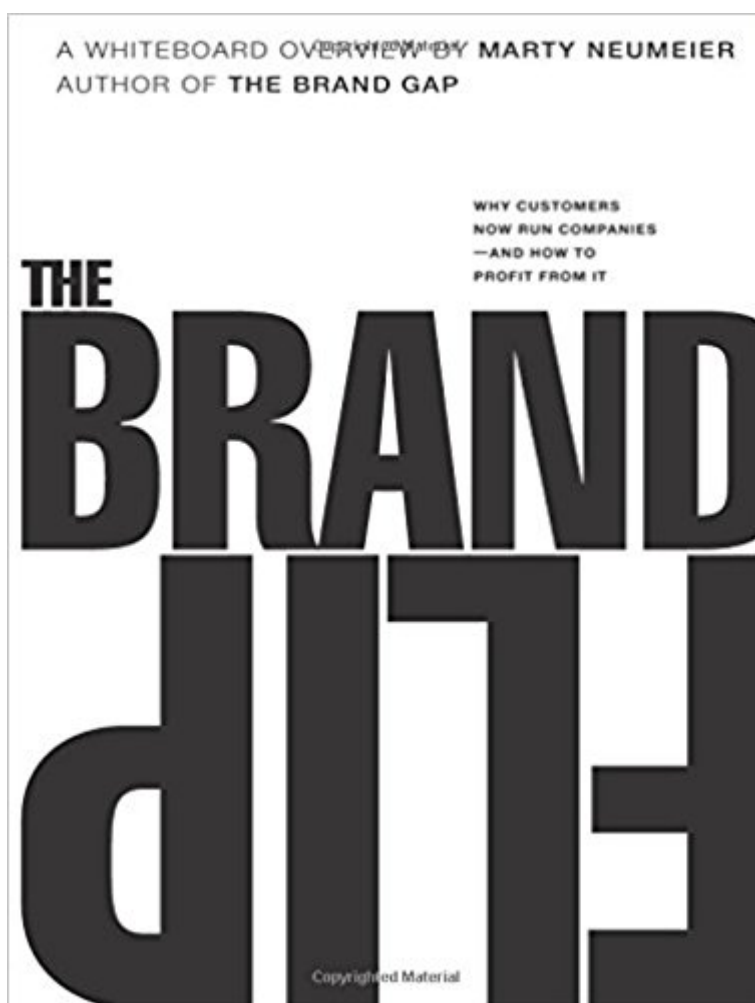


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# The Brand Flip: Why Customers Now Run Companies And How To Profit From It (Voices That Matter)



## Synopsis

Best-selling brand expert Marty Neumeier shows you how to make the leap from a company-driven past to the consumer-driven future. You'll learn how to flip your brand from offering products to offering meaning, from value protection to value creation, from cost-based pricing to relationship pricing, from market segments to brand tribes, and from customer satisfaction to customer empowerment. In the 13 years since Neumeier wrote *The Brand Gap*, the influence of social media has proven his core theory: "A brand isn't what you say it is—it's what they say it is." People are no longer consumers or market segments or tiny blips in big data. They don't buy brands. They join brands. They want a vote in what gets produced and how it gets delivered. They're willing to roll up their sleeves and help out—not only by promoting the brand to their friends, but by contributing content, volunteering ideas, and even selling products or services. At the center of the book is the Brand Commitment Matrix, a simple tool for organizing the six primary components of a brand. Your brand community is your tribe. How will you lead it?

## Book Information

Series: Voices That Matter

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## Customer Reviews

"Marty Neumeier does it again: with his finger firmly on the future of branding, he shreds conventional marketing wisdom. Read this book!" — NIRAJ DAWAR, author of *Tilt*, professor at the Ivey Business School "The Brand Flip" will absolutely be the new bible for branding. It goes immediately onto my list of the top books I've ever read." — JOHN SPENCE, AUTHOR

OF AN AWESOMELY SIMPLE AND A TOP 100 BUSINESS THOUGHT LEADER. An exhilarating dive into the big new truth: companies don't make brands, customers do.

ROBERT JONES, STRATEGIST AT WOLFF OLINS AND PROFESSOR AT UNIVERSITY OF EAST ANGLIA. Timeless marketing wisdom applied to a tricky future.

ROGER MARTIN, MANAGEMENT THINKER, AUTHOR OF THE DESIGN OF BUSINESS. Marty Neumeier is a master storyteller, making this powerful book as enjoyable to read as it is illuminating. The psychology of consumers has fundamentally changed over the last decade. Marty takes the daunting task of adapting to this change.

KIT YARROW, PH.D, CONSUMER PSYCHOLOGIST AND AUTHOR OF DECODING THE CONSUMER MIND. Insight! Marty Neumeier brings incisive clarity to that disorienting encounter between real people, societal change, and business strategy. Just flip!

RIC GREFF, EXECUTIVE DIRECTOR OF AIGA, THE PROFESSIONAL ASSOCIATION FOR DESIGN. Marty Neumeier brilliantly groks how changes in the "human capital" of customers can transform the brand equity of products and services. THE BRAND FLIP is the investment manual for marketers who want to make that human capital even more valuable.

MICHAEL SCHRAGE, AUTHOR OF WHO DO YOU WANT YOUR CUSTOMERS TO BECOME? Get smart: Read THE BRAND FLIP and learn a) why customers want to take over your brand, and b) how to help them do it.

GREG PETROFF, CHIEF EXPERIENCE OFFICER AT GE

Marty Neumeier is an author, designer, and business adviser. His previous "whiteboard" books includes The Brand Gap, widely considered the foundation of modern brand-building; ZAG, named one of the "top hundred business books of all time" for its insights into brand strategy; The Designful Company, a guide to building a culture of nonstop innovation; and The 46 Rules of Genius, which lays out a universal map to innovation mastery.

In 1996, Neumeier founded Critique magazine, the first journal about design thinking. He has worked closely with innovative companies such as Apple, Netscape, Sun Microsystems, Adobe, Google, and Twitter to help advance their brands and cultures. Today he serves as Director of Transformation for Liquid Agency in Silicon Valley, and travels extensively as a workshop leader and speaker on the topics of innovation, brand, and design.

Marty you FLIPPED me! "Don't compete. Differentiate".....and "Make it incredibly easy for customers to notice it, choose it, and share it with friends." The previous are the 2 most powerful take homes for me from this great book. Just think about how much energy we spend (and waste) on focusing

on our competition (because we marketers and sellers are competitive beasts) especially today as we are in the digital world that is heavily influenced by social media. So keep flipping by proclaiming your rarity each day and in unlimited ways with uninhibited childhood enthusiasm fueling your creative ideas.....You will feel this as you read this book and begin envisioning a higher level of how to serve, support, sell, and communicate your brand. This is one of those rare books that sales organizations need to buy for their marketing department and sales forces.....when I was in pharma and biotech I was handed quite a few books and Brand Flip trumps them all!

This is one of three wonderful books that talk about Brand in the shorthand of a brilliant presenter with the background, facts and experience to simplify the information as if you were seeing a whiteboard pitch. The simple overriding idea here is that in today's world Brand is built more by the customer than you. A must have if you're building a business, product or service brand.

I'm a big fan of Marty. This is a must read if you've read Zag and The Brand Gap. Those books aren't pre-requisites.

There are a few chapters that may give you the impression that the author was too lazy to explain the points he was making (the chapter about the "Design" for instance). Other than that the book is easy to read, the advices are practical and applicable in real life.

I love Marty's books. If you are marketer, brand director, designer or anybody working in communication field and if you like Brand Gap, The Brand Flip is a must read for you. It brings Marty's rock-solid principles to contemporary business environment. Enjoy!

Another fantastic book from Marty Neumeier. I recommend them all! It's always simple, straight to the point. Easy to understand and very clever.

truly changes your thinking or focuses your efforts. this book made me realize what i want to be doing with my professional life.

Re-reading it now and will be purchasing copies for all the leaders in my organization. Well done Marty!!

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