

[PDF] Brand Resilience: Managing Risk And Recovery In A High-Speed World

Jonathan R. Copulsky - pdf download free book



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Author: Jonathan R. Copulsky

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Description:

Review

“Be afraid. Be very afraid. Brands are now so valuable that damage to them can mean millions or billions in lost profits, while threatening the very foundation of a business—its customer loyalty. Luckily, history gives us good models for defense against such threats, and Copulsky does an

outstanding job of showing how brand stewards can apply these models to keep their brands safe. A must-read for everyone who cares about the future of their company.”--Marty Neumeier

“Shakespeare tells us that: ‘who steals my purse steals...nothing...But he that filches from me my good name...makes me poor indeed.’ In a world where brands are more vulnerable than ever, Copulsky does a terrific job of clearly identifying the risks to your ‘good name’ and providing a blueprint for proactively managing these risks. His insights on how to play aggressive brand defense are invaluable.”—Mark Zupan, Dean, Simon School of Business and Professor of Economics and Public Policy

“Increasingly, brand value and trust are influenced less by what companies say and more by what others say about them. Today’s social networks provide a great opportunity for companies and their customers to amplify a brand’s qualities, but not without risk. Copulsky does a great job describing how these powerful social networks can also quickly damage brands. This book is a must read for anyone involved with shaping and delivering brand strategy.”--Chris Abess, V.P. Strategic Marketing, SunPower Corporation

“The battlefield has shifted from building to protecting brands and Copulsky’s *Brand Resilience* is the perfect guide in this new arena”—Allen Adamson, author of *BrandSimple* and *BrandDigital*

“Because women make and break 80% of all consumer brand relationships, I never thought that I would look to a U.S. Army Field Manual for guidance on brand management. In a social media world where every mad customer has a megaphone, a strong defense is as important to brand value as a carefully constructed branding program. A brand crisis is virtually inevitable. Copulsky's thoughtful, well-researched and articulate book will give you the tools to survive the crisis and thrive in the aftermath.”--Marti Barletta, author of *Marketing to Women* and *PrimeTime Women*

"Copulsky has hit the nail on the head. You better be ready with a contingency plan if your brand takes a surprise hit, which can come from anywhere. An untimely or awkward response to a crisis can destroy you, while a brilliant response can strengthen you. Copulsky doesn't just state the problem; he prescribes actions."--Jim Schroer, former CEO Carlson Marketing, EVP Sales & Marketing Chrysler, VP Global Marketing Ford, and Partner, Booz Allen & Hamilton

"Copulsky gives a vital wake-up call for all of us managing brands - old and new, large and small. His review of the risks is comprehensive; his set of solutions is highly useful. This is a must-read book for anyone building or managing a brand."--Christopher Ainsley, President and CEO, ShopperTrak RCT Corporation

“Brand Resilience could not have been released at a better time. Social media has transformed the way consumers buy and think about brands. Watching, protecting and influencing brand perceptions have never been more important for business leaders. Copulsky offers practical advice for managers engaged in building and protecting long term brand value.”--Nancy McKinstry, CEO and Chairman Executive Board, Wolters Kluwer

“A very stimulating read that has added a new dimension to my thinking about brands and brand strategy. Copulsky’s arguments about the critical role of brand defense has stimulated a whole new set of future research ideas tied to brand value and brand risk.”-- Wayne D. Hoyer, Chairman of Marketing, The University of Texas at Austin

“Brand Resilience is a great primer on the damage that can result from unanticipated brand attacks. As an entrepreneur focused on measuring the impact of digital marketing and social media investments, it’s incredibly valuable to be reminded that brand risks need to be managed as

purposefully as brand investments.”--Bharath S. Oruganti, President and COO, Encore Media Metrics

“Copulsky does an outstanding job of systematically laying out the risks that brands face in today’s world and provides practical advice for intelligently managing these risks. The book is well researched, and engaging because of the excellent examples and metaphors. Copulsky blends a marketing mindset, historical perspectives, and practical examples to produce a field manual for managing brand risk.”--Valarie A. Zeithaml, professor of business, University of North Carolina at Chapel Hill

About the Author

Jonathan R. Copulsky is the CMO for Deloitte Consulting’s Strategy and Operations Practice. With 30 years of experience as a senior marketing and sales executive and consultant, Jonathan works with the world’s leading brands on their toughest marketing and sales challenges. He also writes frequently for *AdvertisingAge*, *Brandweek*, *Journal of Business Strategy*, and *Strategy and Leadership*. He lives in Chicago, Illinois.

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