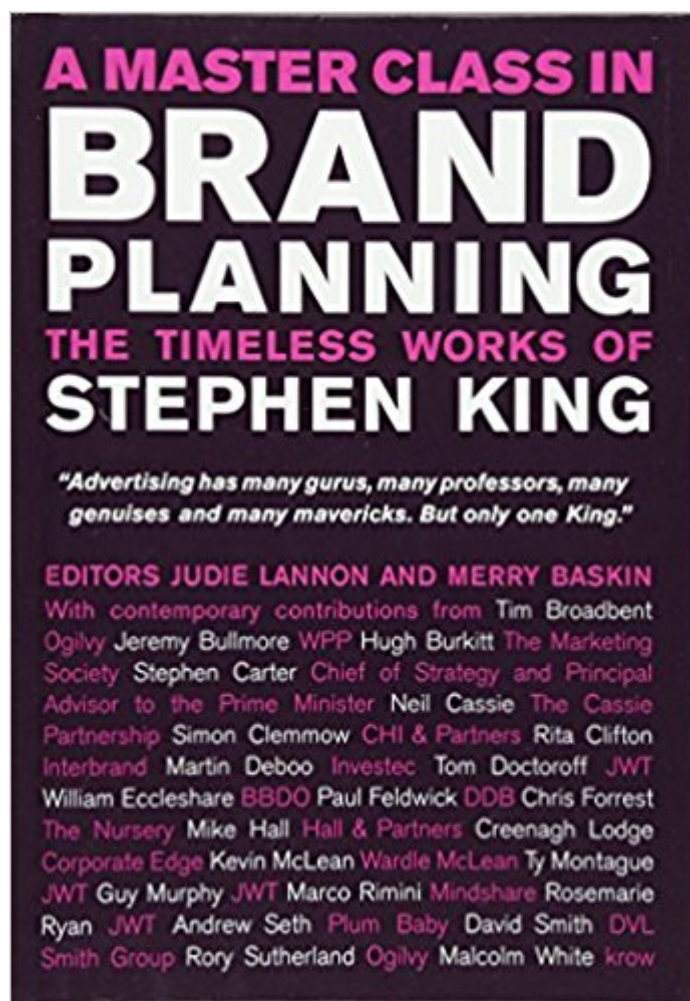


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A Master Class In Brand Planning: The Timeless Works Of Stephen King



Synopsis

In 1988, on Stephen King's retirement JWT published *The King Papers*, a small collection of Stephen King's published writings spanning 1967-1985. They remain timelessly potentially valuable but are an almost unexploited gold mine. This book is comprised of a selection of 20-25 of Stephen King's most important articles, each one introduced by a known and respected practitioner who, in turn, describes the relevance of the particular original idea to the communications environment of today. The worth of this material is that, although the context in which the original papers were written is different, the principles themselves are appropriate to marketing communications in today's more complex media environment. The book will serve as a valuable reference book for today's practitioners, as well as a unique source of sophisticated, contemporary thinking.

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Customer Reviews

"Every planner needs this book - and the brave ones will give it to their clients, too." (Admap, November 2007) "A valuable reference book for today's practitioners, as well as a unique source of sophisticated, contemporary thinking." (Retail & Leisure International, December 2007) "...a good book to keep beside your desk...it will help to clear the mind as an ongoing mental workout." (Market Leader, Winter 2007)

In 1988, on Stephen King's retirement JWT published *The King Papers*, a small collection of Stephen King's published writings spanning

1967-1985. They remain timelessly valuable but are an unexploited gold mine. This book is comprised of a fuller selection: 20 of Stephen King's most important articles. Each one is introduced by a known and respected practitioner who, in turn, describes the relevance of the article to the communications environment of today. Although the context in which the original papers were written was different, the worth of this material is that the principles underlying his thinking are entirely appropriate to marketing communications in today's more complex media environment. The book serves as a valuable reference book for today's practitioners, as well as a unique source of sophisticated, contemporary thinking.

A lot of the time, I see different forms of content that get great ratings and rave reviews, and then whatever it is just doesn't live up to it. I've dumped a lot of well-reviewed books halfway through. But this one is different. If you work in any type of job where "brand" actually matters, and where marketing is accountable to actually achieving something, stop what you're doing, buy this book, read it and read it again. It's priceless.

This book tells us about the importance of the thought in planning. Planning is a tool very important that increasingly wins life with strategy well done. Planning around the advertising, participate of the a process the creation of value about the problem the client, putting the customer and idea side by side to favor business. Stephen King and other authors in this book make them a presentation of how we could think, practice, relation with agency, market and customers. It's a book classic, but very important by way of the understanding about planning (and advertising). Bought it! You don't find formulas.

It sounds cheesy but the wisdom of Stephen King is timeless. Right from the first essay I was hooked. "Never stop innovating, put your message in the context of customers' lives and tell them how it makes their lives better." Words to live by.

The flyleaf gets this right: "an unexploited gold mine." Way back in what now seems almost prehistoric in advertising years (the late 60s), Stephen King was revealing the secrets to the way consumers think (and do not think) and illuminating the way advertising agencies and marketers should think (and should not think) about brands. How do we explain the degree to which his perspective and advice have gone unexploited? This book, based on King's published writings and fine introductions by savvy marketing thinkers, removes all excuses for failing to develop marketing

communications that connect consumers and brands. Among the articles included is one of his seminal essays, "What Is A Brand?" That means we no longer have to decipher his words truncated by a poorly scanned pdf that we downloaded (likely without permission) from a website googled on a tip from some King insider who managed to discover him when so many others did not. It's surprising and fortunate that the ideas he posited over 30 years are still utterly relevant and cogent in a business that's changed in unimaginable ways in those ensuing decades. Yet so many agencies and advertisers have failed to learn from and apply his insights. Gratefully the editors of this book make his work -- and that of other brilliant thinkers like Stanley Pollitt -- accessible and timely to anyone willing to dig in. You now have no excuse. Exploit this gold mine.

I view this book a must for every one of my students who think or hope to become an Account Planner or for any job in Advertising. Merry and Judy have done a service to all who work in and teach advertising. Steven's writings are as concise as can be. It is amazing to see how the basic thought that Steven King developed is still so pertinent now. During a time when many clients are afraid of what's next, this is the perfect time to refresh our thinking and to understand what Steven saw, thus more confidently helping clients. I ask students to read it so they waste less time guessing and fumbling for an idea or an insight and I suspect the information can be used by educators and professionals for another 40 years.

Stephen King's writings, as most reviewers acknowledge, are as relevant and stimulating today as they were when he first published them. Between the lines, however, one can still detect the humor and irreverence which were King hallmarks. Stephen was relentlessly rigorous in his approach to brand planning, but at the same time was disarmingly charming and witty. You'll find these qualities here as well. In an age when desires for instant insights attract attention to short cuts, Stephen King will give 'real planners' tools that require thoroughness and hard work, but which lead to far richer and more rewarding results over time. Brands he touched in his lifetime, and people he inspired, still reign all over the world! It's a treasure trove, indeed! Long live the King!

Stephen King practically invented Brand Planning. This work collects the many papers that he published over twenty years work for JWT London. It is brought up to date by the editors who have asked current professionals to comment individually on them. It is amazing how well they read today and the little difficulty that the commentators have in identifying the underlying and timeless truths for today. I consider it a must for any serious student of Advertising and Marketing. If only he was

still around to update our thinking in the Internet Age!

A Master Class in Brand Planning is an invaluable, long over-due introduction to the writings of Stephen King for all marketers in the United States. King, a pioneer in account planning in the UK, spent his career teaching his colleagues, his clients and countless fans how brands work, how to approach brands and importantly how to sustain brands. The brilliance of this compilation of his work is the addition of contemporary commentaries by today's leading thinkers about advertising, marketing and brands. They make this book as relevant and timely as the latest blog on brands. A must-read for people starting out in the business, people building and selling brands, and people teaching marketing in business schools.

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