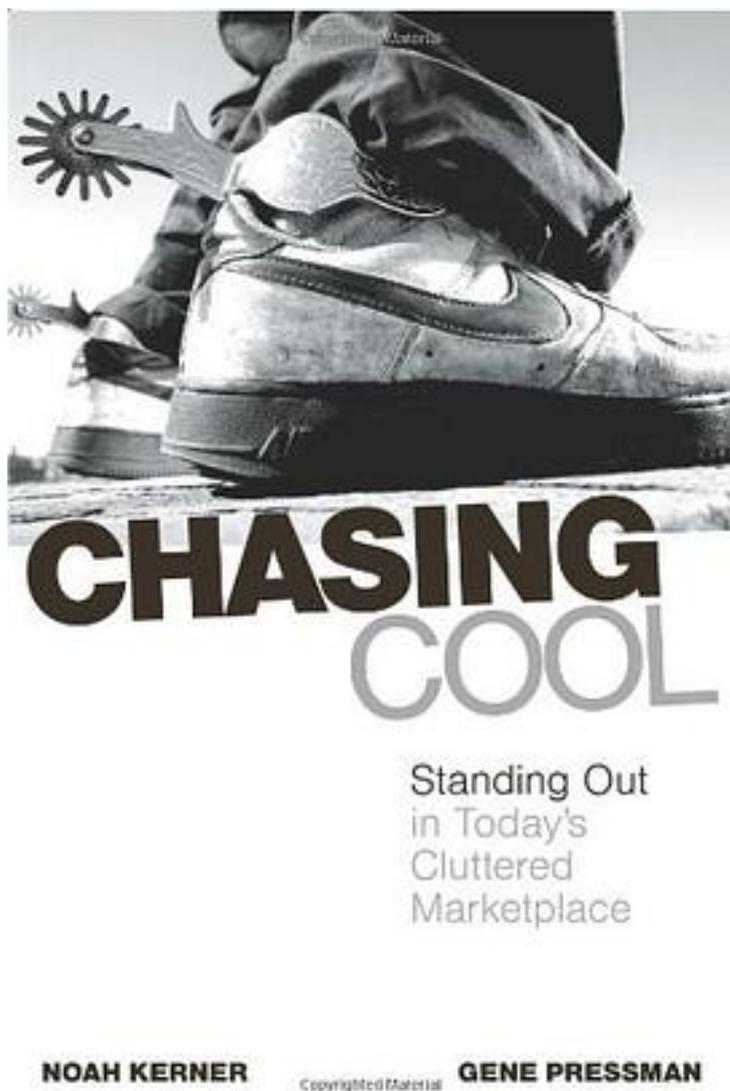


追酷 CHASING COOL



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Cool isn't just a state of mind, a celebrity fad, or an American obsession -- it's a business. In boardrooms across America, product managers are examining vodka bottles and candy bars, tissue boxes and hamburgers, wondering how do we make this thing cool? How do we make this gadget into the iPod of our industry? How do we do what Nike did? How do we get what Target got? How do we infuse this product with that very desirable, nearly unattainable it factor? In this wide-ranging exploration the authors Noah Kerner, a celebrated marketing maverick, and Gene Pressman, legendary creative visionary and former co-CEO of Barneys New York, have uncovered surprising and universal patterns and trends. They systematically parse the successes and failures of the last few decades -- in music and fashion, magazines and food, spirits and hip-hop culture. Their discoveries are pulled together in this definitive book on the commerce of cool. Nike and Target endure as relevant brands not because of a shortsighted and gimmicky campaign. A dash of bling and a viral website don't amass long-term value. Brands are effectively developed when companies take substantial risk -- and face the possibility of real failure -- in order to open up the opportunity for real success. Chasing Cool includes interviews with more than seventy of today's most respected innovators from Tom Ford and Russell Simmons to Ian Schrager and Christina Aguilera. And through this accomplished assemblage, Pressman and Kerner dig beneath the surface and reveal how emphasizing long-lasting relevance trumps a fleeting preoccupation with what's hot and what's not. In a multidimensional, entertaining, and eminently readable book that redefines how to appeal to today's savvy consumer, Kerner and Pressman explore the lessons to be learned by America's ongoing search for the ever-changing concept of cool. Readers will learn how to apply these lessons to their own businesses and creative projects in order to stand out in today's cluttered marketplace. "Simply chasing cool is really a bad idea; inspired by cool is a great idea. Walk the street, see what's going on, and spit it out in your own way. Don't do it because you research it, do it because you breathe it." -- Russell Simmons, chairman and CEO of Rush Communications "I can't imagine having to hire a so-called Cool Hunter. If I had to go to someone else to be cool, I'd just pack up my bags and find a new profession." -- Tony Hawk, professional skateboarder "It's possible to be both mainstream and edgy. You can be the Goliath but you always have to think and behave like the David." -- Scott Bedbury, former Nike and Starbucks marketing executive "I love looking at trend reports because then I know exactly what I shouldn't be doing." -- John Demsey, group president, Estée Lauder, MAC Cosmetics, Prescriptives, Sean John, and Tom Ford Beauty "I don't believe in creation by committee. I think it's impossible." -- Bonnie Fuller, chief editorial director and executive vice president of American Media Inc. "We had to make a big decision at MTV when I was there. Do we grow old with our audience or are we going to be the voice of young America? We made the decision to be the voice of young America, which meant we had to let people grow out of MTV." -- Bob Pittman, cofounder of MTV, former president of AOL

作者介绍:

诺亚·柯纳

柯纳从14岁起就到美国各地的夜总会担当DJ，并曾和音乐巨星詹妮弗·洛佩兹等人同台表演。柯纳目前是“噪音营销”公司的创办人及CEO。年轻有为的他还曾被《公告牌》杂志选为“30岁以下前30名最具影响力的商业主管”。

金恩·普列斯曼

普列斯曼是纽约巴尼百货公司的创意总监及采购营销部主管。他担任这个职位已超过30

年。巴尼百货公司在他的主导下，首次将阿玛尼、范思哲、普拉达等品牌引进至美国，使得巴尼百货公司成为纽约最具代表性的百货商店。

安卓·埃瑟斯

埃瑟斯是位于纽约的传播与经纪公司“DORGA5”的CEO。他曾任职于《绝对》、《美国周刊》、《沙龙》、《访问》以及《纽约客》等杂志的采编部门。

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评论

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书评

随着行业不断分化和交叉，不同行业的营销特性也有所区别，于是，研究各个行业之间的营销特性也就理所当然地引起一些营销学学者的注意，特别是营销学大师菲利普·科特勒，他在《营销管理》一书的基础上衍生了诸如非营利行业、旅游业、政府部门等等各行业的营销。那么时尚业...

看满大街人手一机的苹果Iphone，觉得太没性格，不惜换上极其便宜的HTC，以标榜所

谓个性,寻求差异。尽管如此负隅顽抗,不想再卷入“苹果”大军,可当“土豪金”的大潮如海啸般熊熊扑来,我依然被撞了个趔趄。苦寻不着,甚至托香港、美国的朋友四处寻摸。再看看抽屉里废弃不用的s...

“酷”到底是什么?

可以说,我们想要知道所有的事情。如果你是耐克公司的篮球部主管的话,那么你最好摸透年轻球员在想什么,包括他们听的音乐、惯用的词语、对成功的理解、畏惧的东西、梦想的事物……

向外取经:如果你不先弄清楚自身的实际情况,即使请外人想出来愿景,也...

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