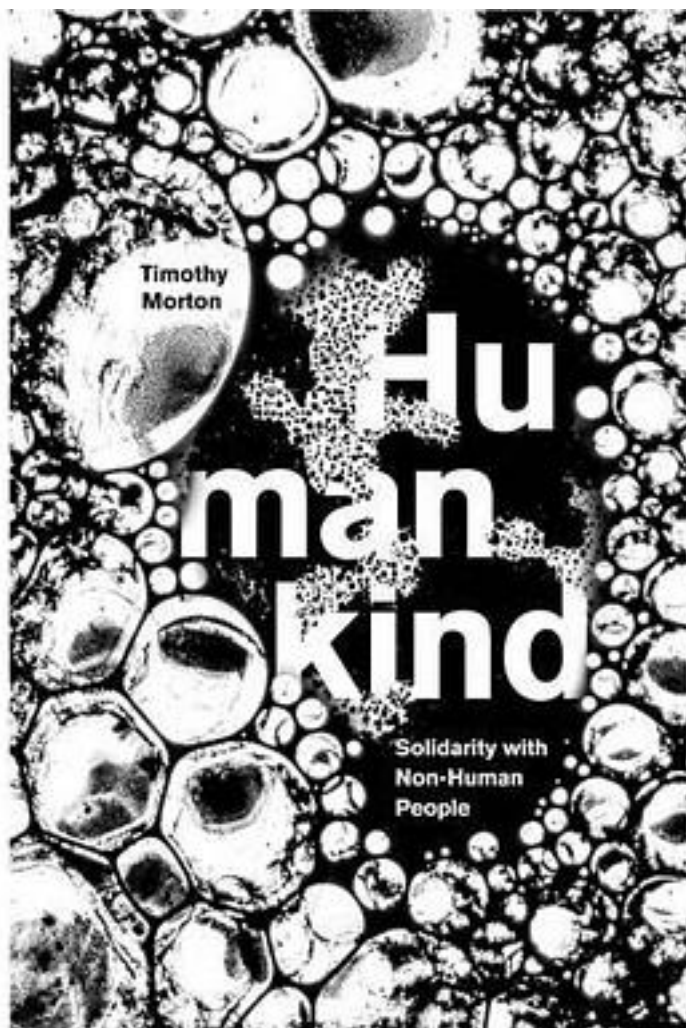


Humankind



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In 2009 for “Earth Hour,” Leo Burnett moved over a billion people to action—that’ s

slightly more than one out of every seven people on the planet, the largest mass participation event ever.

For the first time in Leo Burnett's history, the company responsible for building some of the most beloved and popular brands in the world has decided to share its approach to creativity and brand building, revealing how to create brands that truly matter to people.

HumanKind is a book about people, purpose, and changing behavior, and is a firsthand look at marketing that serves true human needs and not the other way around.

HumanKind provides entree to the moment of germination within the inner sanctum of one of the advertising industry's most creative shops through interviews, conversations, transcripts, and images.

HumanKind is fully illustrated and includes a step-by-step demonstration of how Leo Burnett is applying its unique approach to forever redefine the very nature of communications itself.

Ultimately, it's people—not advertising agencies—who create great “people's brands.” Brands like McDonald's, Coke, Nintendo, Fiat, Kellogg's, and Blackberry. Leo Burnett has always chosen to put people first, and to apply a people-centric approach to brand building it today calls HumanKind.

Welcome, to a HumanKind communications company. And welcome to the story that explains it all.

作者介绍:

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评论

世界越乱，humankind越稳。

商学院三年磨砺出了知识体系，职场上跌打滚爬出了实战经验，但是永远不要因为走了太远，就忘记我们为什么出发。群众造就品牌是Marketing里亘古不变的定理，所以反之品牌营销的中心永远不可以脱离人这个群体。这本书引发了市场人内心最深的反省：行动代替广告，以人心为起点。

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书评

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