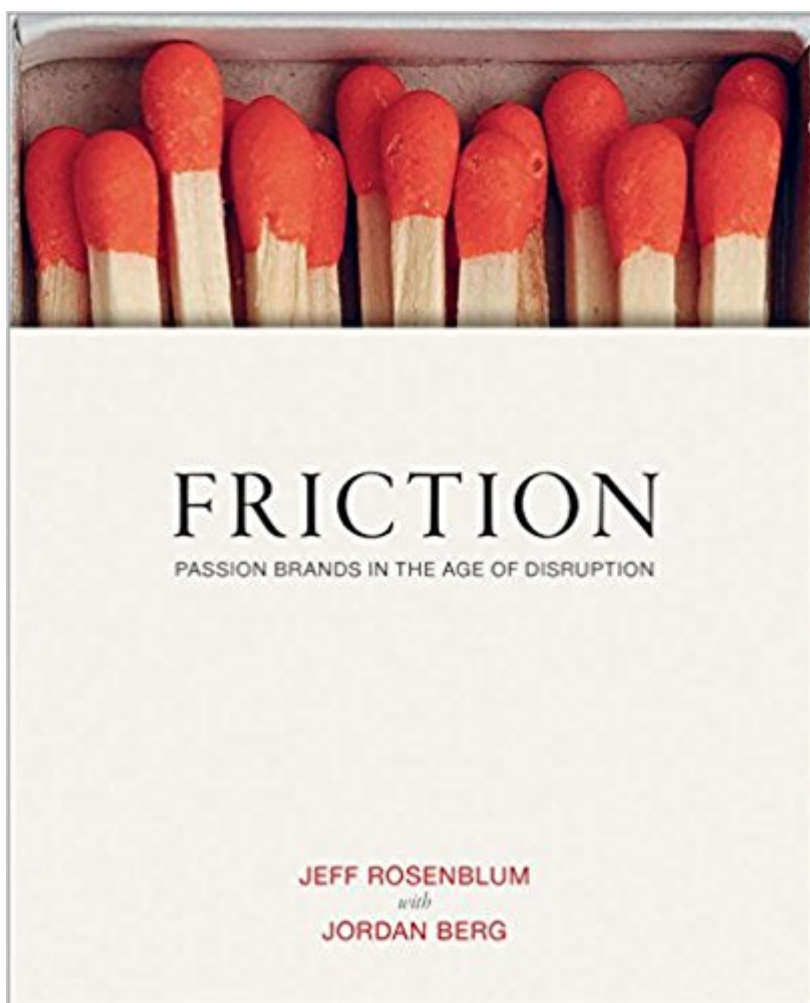


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Friction: Passion Brands In The Age Of Disruption



Synopsis

Every industry around the globe is being completely disrupted. Stalwart brands are losing market share to upstarts that capture our collective consciousness. Trillions of dollars are at stake. Brands know a new approach is needed. But most don't realize the strategic underpinnings need to change. Great brands are no longer built through interruptive advertisements. Friction argues that brands don't simply need clever messages or new, shiny technologies. They need a fundamental change in strategy. Friction provides a system for embracing transparency, engaging audiences, creating evangelists, and unleashing unprecedented growth. The authors of Friction have worked on some of the industry's most innovative assignments for the world's most successful brands. This groundbreaking book reveals how corporations can divorce themselves from legacy business models to create a passion brand. A brand that breaks its addiction to traditional advertising. A brand that empowers its customers. A brand that dominates the competition.

Book Information

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Customer Reviews

Jeff Rosenblum and Jordan Berg are agency founders, documentary filmmakers, and industry disruptors. As the Founding Partners of a revolutionary marketing agency called Questus, they have worked with some of the world's most influential brands including American Express, Apple, Capital One, Discovery Channel, Disney, Driscoll's, Ford, ESPN, General Mills, Marriott, Suzuki, The NFL, Universal, and Verizon. They wrote and directed The Naked Brand, a

groundbreaking documentary about the advertising revolution, and have won some of the marketing industry's most prestigious awards.

Want to know how to build a brand in today's "consumer is king," fragmented media landscape? Read this book. Rosenblum and Berg are articulate, direct, and poignant. There are a number of clarity-moments throughout the read, and I highly recommend it to anyone who is looking to build a sustainable brand for years to come.

Like their great movie, *The Naked Brand*, these two creative and original thinkers on advertising, have hit the bulls eye. The short stories of the brands that have made it and what one needs to do to be successful are almost revolutionary. The research on how the brain perceives disliked/hated intrusive ads is eye popping. There is advice for all of us here regarding the addition of the smart phones, iPads, iPods etc. No wonder they founded and run an award winning ad agency.

Really good read. Friction is a smart and thought-provoking wake-up call for brands that want to stay ahead of the pack and start-ups that want to get in the game. It's not always about zigging while others are zagging. It's about sticking to a clear brand promise and building brand love that customers will brag about to their friends and family. Well done.

Thought provoking and insightful. The concepts are clear and told in a context that is not only easy to relate to, but also applicable to almost anyone looking to understand how to effectively build a brand in the new reality.

Thought provoking discussion from Rosenblum and Berg about building a brand. Explains and provides insight for what creates and disrupts brand loyalty. Great read!

I'm currently working on a start-up and this book is really helpful! Really enjoyable read with lots of "on point" information.

Good, quick read ... recommended for anybody not just typical "marketers". Blows old methodologies out of the water and speaks to the way the handle relationships. Wake-up call to CEOs and direct call to authenticity....in this information age!

Exactly what I was looking for to move my organization forward. A new paradigm is needed for business in this golden age.

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