

SAATCHI & SAATCHI BOOK CATALOG

IDEAS FROM THE LOVEMARKS COMPANY



SAATCHI & SAATCHI



IDEAS FROM THE LOVEMARKS COMPANY



A good book is a beautiful thing. A great book changes the world. This catalog draws together a series of world changing ideas from Saatchi & Saatchi that have found their natural form in an collection of priceless books.

The collection is big on inspiration; each book makes a compelling case for rethinking the way we approach leadership, business and marketing.

The newest additions to our suite of titles are *Consiglieri: Leading from the Shadows* by Richard Hytner, Deputy Chairman Worldwide and *Mobile Magic: The Saatchi & Saatchi Guide to Mobile Marketing* by Tom Eslinger, Worldwide Creative Director of Digital. *Consiglieri* focuses on the leaders behind the leaders: the deputies, advisers,

assistants, and counsellors; and is packed with invaluable advice for every kind of leader, whether in the limelight or the shadows. *Mobile Magic* looks at the unfolding narrative around emotional engagement with consumers and will guide you in executing winning mobile strategies for your business.

The originals are here too. From *Lovemarks: the Future Beyond Brands*, which sets out the original vision for companies to get emotional, and now published in 18 languages and 10 US printings, to *sisomo: the Future on Screen*, which hands our marketers the tools to connect with consumers in the screen age.

These big ideas are backed by research and practical advice, and punctuated by the voices of consumers and world leading marketers.

The books have contributions from celebrated writers, academics, creatives and business leaders. World class work from across the Saatchi & Saatchi network and award-winning photography completes the picture.

The books in this catalog have sold over 300,000 copies to date, more proof that the way to change the world is through ideas.

Happy reading—go change the world.

KR

Kevin Roberts, Executive Chairman, Saatchi & Saatchi

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CONSIGLIERI

LEADING FROM THE SHADOWS

By Richard Hytner, Deputy Chairman Worldwide, Saatchi & Saatchi

The key to success lies in getting to the top. Right?

Wrong. Not everyone can be No. 1, and more importantly, not everyone wants to be.

Consiglieri: Leading from The Shadows turns the spotlight on the second-in-commands – the advisers, assistants and counsellors (or ‘consiglieri’) – who are too often disparaged as the ‘No. 2s’. Far from being also-rans, these are the crucial vice-presidents, first lieutenants and right-hand men and women whose influence can determine the fate of countries, companies and individual ventures the world over.

In this timely celebration of the done-down deputy, Richard Hytner (himself a former CEO and now deputy chairman of Saatchi & Saatchi) talks to outstanding consiglieri in contemporary business, politics, sport and the arts, revealing in the process what motivates these so-called No. 2s, what makes them great, and what their bosses can do to help them flourish.

We also meet a remarkable array of powerful advisers, from the White House, 10 Downing Street and the Vatican to corporate boardrooms, sporting arenas and entertainment stages.

Stylish, clever and entertaining, *Consiglieri* is packed with invaluable advice for every kind of leader, whether in the limelight or the shadows. It may also be one of the wittiest business books ever.

www.consiglieribook.com

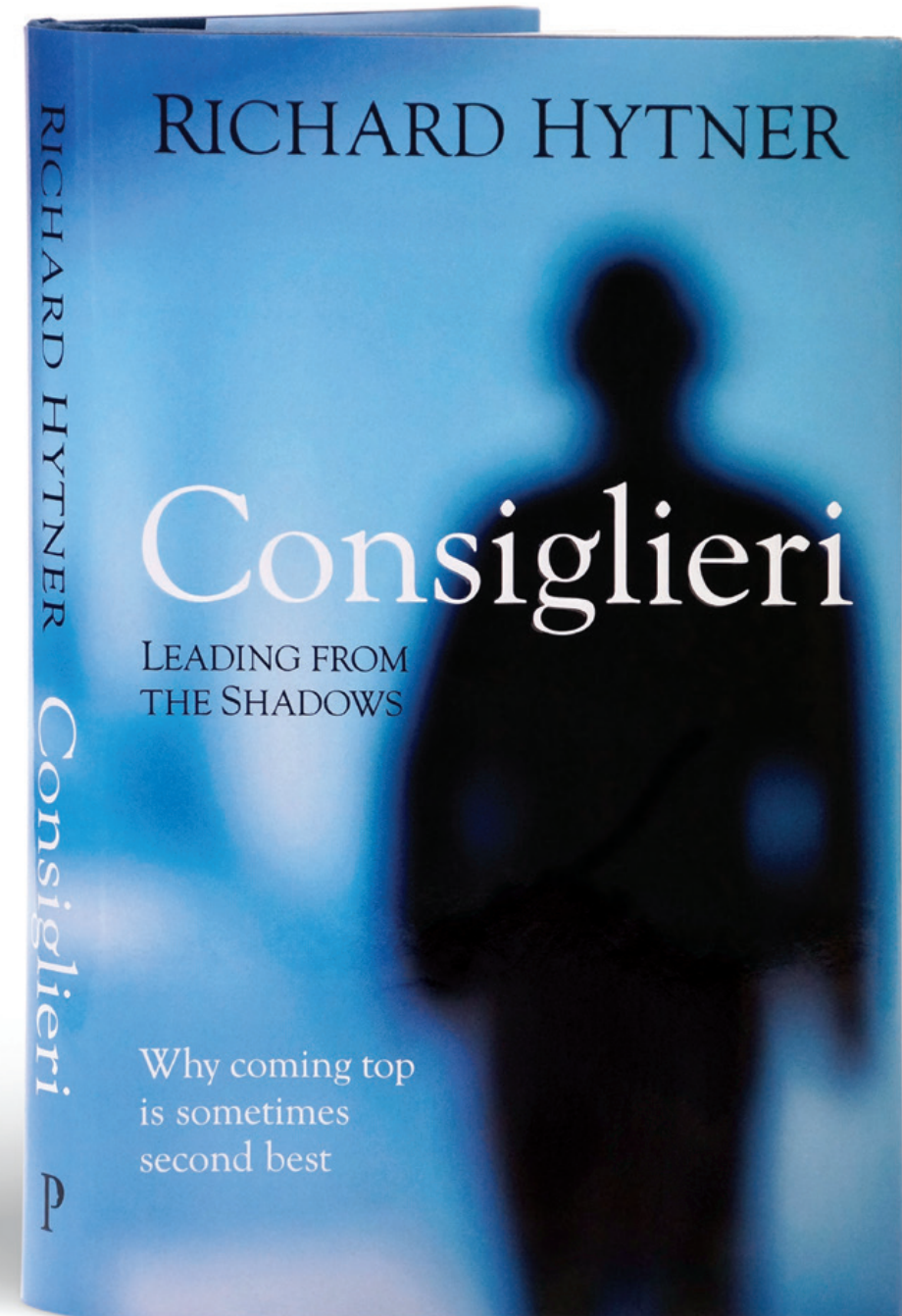
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Profile Books

“Intelligent, entertaining and useful. Knowing that you are going to be held responsible for the fate of your company or party is a lonely business. A good deputy can mitigate the difficulty of the boss’s job and – with access to the big decisions and secrets – have an exceedingly interesting time.”
–**The Times**

“A fascinating account of the role of the leaders behind the leader – there are lessons here for every walk of life.”
–**Alastair Campbell, former Director of Communications and Strategy for UK Prime Minister Tony Blair**

“There isn’t a great deal of advice available for deputies...The message of *Consiglieri* is that in a time of relentless media scrutiny, when leaders are supposed to be transparent in everything they do, two-faced immorality of the kind Machiavelli recommended has ceased to be a profitable strategy.”
–**The Guardian**

“Films and plays are littered with examples of the nefarious deputy, from Iago to Macbeth, Darth Vader and Scar in *The Lion King*. Richard Hytner rescues the deputy from the “disgruntled schemer” and instead celebrates their creative, supportive, positive impact in life, business, sport and even art.”
–**Rory Kinnear, actor**



MOBILE MAGIC

THE SAATCHI & SAATCHI GUIDE TO MOBILE MARKETING

By Tom Eslinger, Worldwide Creative Director of Digital, Saatchi & Saatchi

Foreword by Kevin Roberts, Executive Chairman, Saatchi & Saatchi

Design by Kane McPherson

With 75% of the world's population having access to a mobile phone, marketers are scrambling to understand how consumers might invite them onto their devices. *Mobile Magic* offers a roadmap for creating effective mobile marketing campaigns, drawing on the experience of digital marketing expert Tom Eslinger, Saatchi & Saatchi's worldwide creative director of digital.

Mobile Magic is a resource for brand marketers and small business owners, focusing on strategic opportunities and practical implications of mobile marketing. The book presents a wide range of insights into the mobile market, a field that is getting bigger and more complex every day.

The core principle of *Mobile Magic* is the "MIST" – Mobile, Social, Intimate and Transactional. These four principles are core to all successful mobile marketing campaigns. Without them, any mobile app, website, augmented reality project, game or texting campaign will never reach its full potential.

The book includes advice for defining success in mobile marketing, understanding audiences, search and social, location-based services, hiring vendors, advice on budgeting, potential legal issues and ideas for creating impactful campaigns to make emotional connections. *Mobile Magic* includes real-world case stories from Saatchi & Saatchi clients Lexus, General Mills' Lucky Charms and P&G's Gillette Venus.

www.saatchi.com/mobilemagic

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9.4 x 6.2 x 0.8 inches
256 pages
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Published 2014
John Wiley & Sons, Inc

"*Mobile Magic* is fast becoming the "bible" to the world of mobile marketing. *Mobile Magic* is filled with so many valuable takeaways it's more than a guide – it's like a "bible" to the world of mobile marketing. Every marketing and creative director who needs to implement mobile marketing campaigns for their business needs this book."

—Gloria Buono-Daly, Examiner.com

"Mobile is the fastest-growing arena of marketing, but it is also a space that can be intimidating for all types of business because the customer is in total control and brands have to be invited in. We've pulled back the curtain and show that it doesn't need to be scary. Start with a creative idea, understand the executional options, manage your budget and resources, and plan for every step of the process. We think businesses are going to get a lot out of *Mobile Magic*."

—Tom Eslinger, Worldwide Creative Director of Digital, Saatchi & Saatchi



LOVEWORKS

HOW THE WORLD'S TOP MARKETERS MAKE EMOTIONAL CONNECTIONS TO WIN IN THE MARKETPLACE

By Brian Sheehan, Associate Professor of Advertising at the S.I. Newhouse School of Public Communications, Syracuse University
Foreword by Kevin Roberts, Executive Chairman, Saatchi & Saatchi
Design by Kane McPherson

In 2004 Kevin Roberts wrote *Lovemarks: the Future Beyond Brands*. It was admired by many as a breakthrough in marketing thinking, but was also controversial because of its surprisingly obvious thesis: that emotional connections are at the heart of sustained relationships between producers, retailers, and consumers.

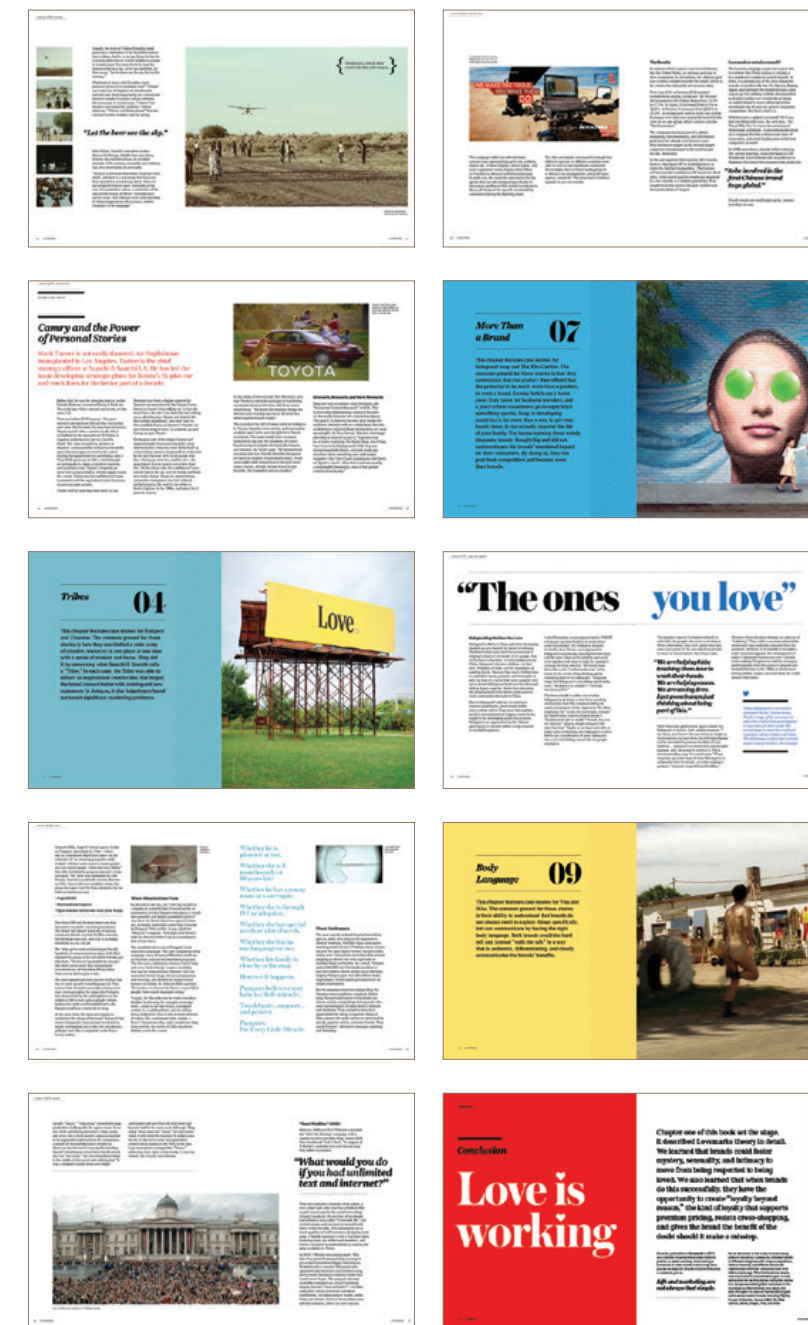
This book, *Loveworks*, adds to *Lovemarks* in an essential way. It provides real world business examples and outlines the roadmaps followed by several famous brands to achieve Lovemark status. *Loveworks* shows in detail how many of the world's top marketing companies, including Procter & Gamble, Toyota, Visa, General Mills, and Diageo have won in the marketplace through the application of Lovemarks theory. These companies have maintained a laser focus on making and sustaining emotional connections with consumers.

Loveworks features 20 case stories from clients and markets worldwide in widely varying categories. It shows that Lovemarks thinking works—anywhere, anytime. All it takes is having the brains to implement it, the guts to see it through, and an abiding faith in emotion as your compass.

Brian Sheehan formerly held CEO roles at Team One Advertising in Los Angeles and at Saatchi & Saatchi Australia and Japan.

www.loveworksthebook.com

Hardcover
8 x 9.75 inches
192 pages
Full-color photographs and illustrations throughout
ISBN: 1-57687-640-3
Retail price: \$27.50
Published 2013
powerHouse Books



LOVEMARKS

THE FUTURE BEYOND BRANDS

By Kevin Roberts, Executive Chairman, Saatchi & Saatchi

Foreword by A.G. Lafley, CEO, Procter & Gamble (2000-2010) (2013-)

Art direction by Derek Lockwood, Worldwide Design Director, Saatchi & Saatchi

Cover design by Hiro Ito. Lovemarks logotype by Anna Brown

A business revolution is changing the rules of the marketplace. Power is shifting from manufacturers and retailers directly to consumers, freshly enabled with information, choice, and connectivity. Price, service, quality, and design advantages are no longer enough to win. In 2000 Kevin Roberts said that brands were running out of juice.

In *Lovemarks: the Future Beyond Brands*, Kevin Roberts shows how Mystery, Sensuality, and Intimacy can create powerful emotional connections with consumers and inspire Loyalty Beyond Reason. Now published in 18 languages, *Lovemarks* has captured the hearts of business owners, marketing directors, and consumers worldwide. It speaks a new, fresh, common language—the language of love. *Lovemarks* is the book companion to the widely populated website lovemarks.com.

"Ideas move mountains, especially in turbulent times. *Lovemarks* is the product of the fertile iconoclast mind of Kevin Roberts, Executive Chairman of Saatchi & Saatchi. Roberts argues vociferously, and with a ton of data to support him, that traditional branding practices have become stultified. What's needed are customer Love affairs. Roberts lays out his grand scheme for mystery, magic, sensuality, and the like in his gloriously designed book *Lovemarks*."

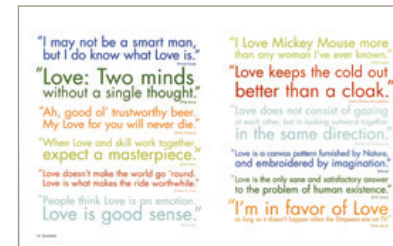
—Tom Peters

www.lovemarks.com

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and illustrations throughout
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Denmark (Jepsen & Co.)
France (Eyrolles)
Hungary (Magyar Konyvklub)
Israel (Spirit Publishing)
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Japan (Random House Kodansha)
Korea (Seodole)
New Zealand (Reed)
Romania (Business Media Group)
Russia (Ripol)
Spain (Urano)
Turkey (Media Cat)



START WITH THE ANSWER

AND OTHER WISDOM FOR ASPIRING LEADERS

By Bob Seelert, Chairman, Saatchi & Saatchi (1997-2014)

Business at its best is a richly fertile ground for acquiring and enjoying the benefits of wisdom, but in this day and age the two words "business" and "wisdom" are rarely heard together. *Start with the Answer* goes against the grain with a back-to-basics, no-nonsense collection of 94 real-life stories from Saatchi & Saatchi Chairman Bob Seelert, an invaluable resource for the personal development of any executive or aspiring leader.

With 40-plus years' experience in the world of global business—as CEO of five companies and having served on nine Boards of Directors—Bob is in a better position than most to offer advice and wisdom for those looking to follow in his footsteps and carve out a successful and fulfilling business career.

Start with the Answer puts forward a philosophical foundation for high quality leadership in the modern business world by deploying wisdom acquired through Bob's experiences in four business environments. First, in a mature, market-dominating international consumer packaged goods company; next in a sweeping mega-merger setting; then in an intense leveraged buyout turnaround; and finally in the revitalizing of an advertising and creative marketing behemoth.

www.startwiththeanswer.com

Hardcover
5.6 x 8.9 inches
256 pages
ISBN: 978-0-470-45032
Retail price: US \$24.95
Published 2009
John Wiley & Sons, Inc.

"Seelert's stories and wisdom demonstrate that the principles and practices leading to winning results in sports are highly transferable to the building of brands, businesses, and organizations. This book tells you how."

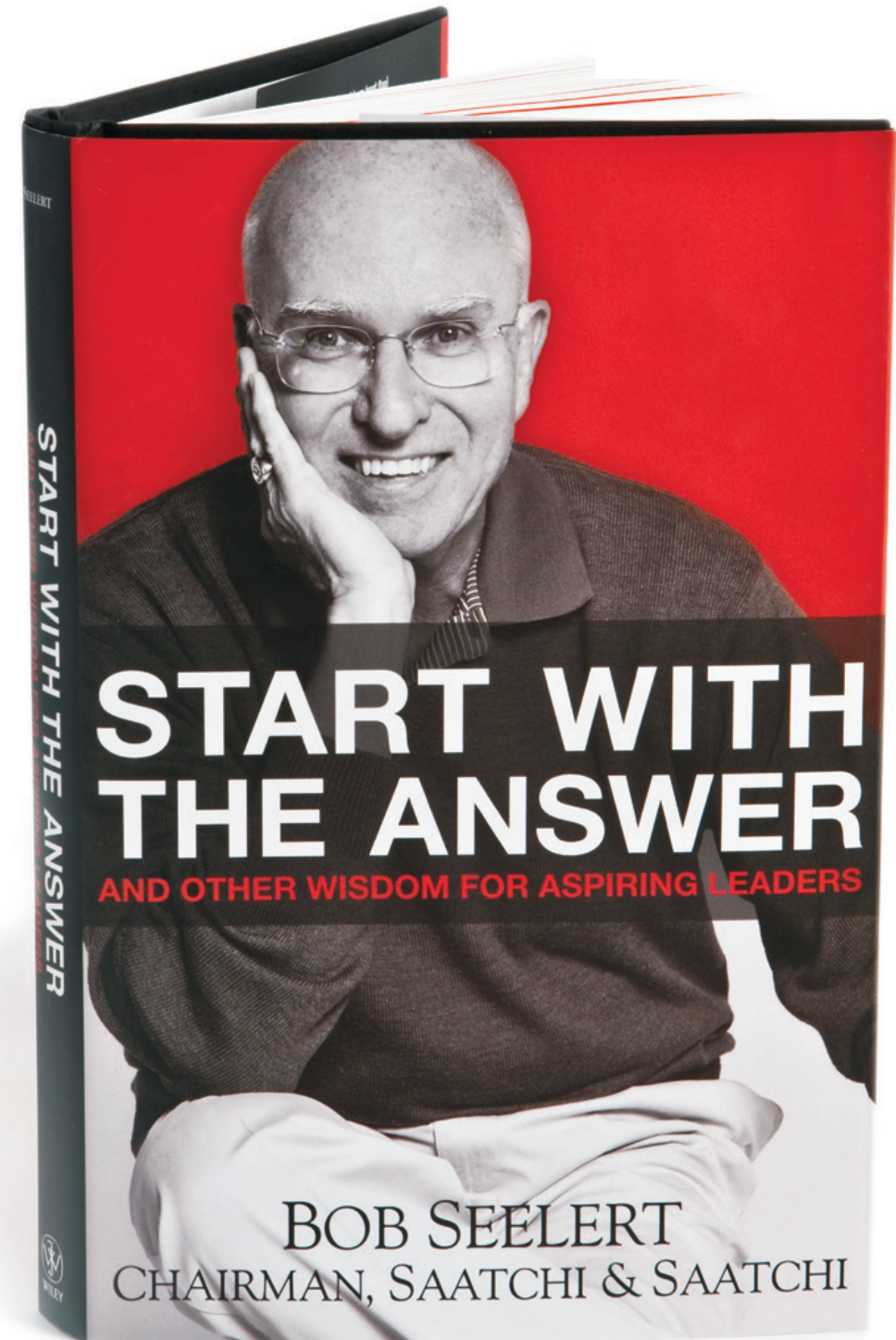
—Jack Twyman, NBA Hall of Fame player, former ABC Game of the Week announcer, and former Chairman and CEO, Super Food Services Inc.

"I've never been at my best when working for a boss in the traditional sense... Authority is not my favorite cultural tool. I am at my best (maybe like you) when I have a coach and mentor. Bob Seelert has played that role for over a decade, providing me with counsel, guidance, perspective, and unconditional love and support. Oh yes, and wisdom. Lots of it! You'll find out what I mean when you read this book."

—Kevin Roberts, Executive Chairman, Saatchi & Saatchi

"Bob Seelert entered Saatchi & Saatchi in early 1995 when the company was in flux and extremely unstable. In a few short years, he not only stabilized the business, he grew it into an even greater advertising powerhouse than it once was. If anyone is qualified to write about business turnarounds, it's Seelert!"

—David Herro, Chief Investment Officer—International, Harris Associates LP



STRATEGY FOR SUSTAINABILITY

A BUSINESS MANIFESTO

By Adam Werbach, Global CEO, Saatchi & Saatchi S (2008-2012)

Layoffs. Failing companies. Collapsing economies. Tainted products. Scarce resources. These are but a few of the seemingly intractable problems that plague the world we live in today. And these problems will only get worse—unless we change how we do business.

Strategy for Sustainability calls for the relentless pursuit of long-term sustainability—and that doesn't mean "green." Leading business strategist Adam Werbach pushes sustainability well beyond quaint notions of saving the planet. Werbach redefines the movement to address not just environmental and economic trends, but also social and cultural ones with the aim of improving business planning and execution.

Using success stories within companies from Xerox to P&G to Walmart, Werbach shows how companies are already realizing profits by putting sustainability at the core of their business. Not with top-down directives from executives, but from dozens, even hundreds of small steps taken by people at every level of their companies.

The sustainability movement is just beginning—and you have the chance to reinvent everything. The question is: what will you do?

www.strategyforsustainability.com

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Published 2009
Harvard Business Press

"In *Strategy for Sustainability*, Werbach shows us how sustainability moves beyond compliance-oriented "green" initiatives to become a key strategy for achieving both competitive advantage and meaningful change. By integrating a systems perspective into business practice and priorities, Werbach lays out a compelling new model for building core business strategy."

—Gene Kahn, VP, Global Sustainability Officer, General Mills Inc.

"This distillation of compelling stories and business wisdom shows how to lead a firm's durable transition to making sense, making money, and making a difference. Werbach's clarity, wit, and insight will help inspire and inform the next industrial revolution."

—Amory B. Lovins, Chairman and Chief Scientist, Rocky Mountain Institute

"Werbach has cleared away the fog that obscures our path forward in business and industry. Business people, read this book to gain clarity of thought and purpose about your own personal role in assuring our planet's livable future."

—Ray Anderson, Founder and Chairman, Interface, Inc.

"By applying the laws of nature to the laws of business, Werbach provides a trail map that any enterprise or entrepreneur can follow to become a surer, more nimble traveler as our economy enters uncharted terrain."

—Seth Goldman, Co-founder and Tea-EO of Honest Tea



WORLD CHANGING IDEAS

By Richard Myers, Creative Director Ideas Company Culture, Saatchi & Saatchi (1974-2010) and Bob Isherwood, Worldwide Creative Director, Saatchi & Saatchi (1986-2008)
Foreword by Buzz Aldrin

This is the story of the amazing innovations that have won or been shortlisted for the Saatchi & Saatchi Award for World Changing Ideas. The \$100,000 Award was launched in 1998 as the Saatchi & Saatchi Award for Innovation in Communication, and coincided with the Network's re-definition as The Ideas Company.

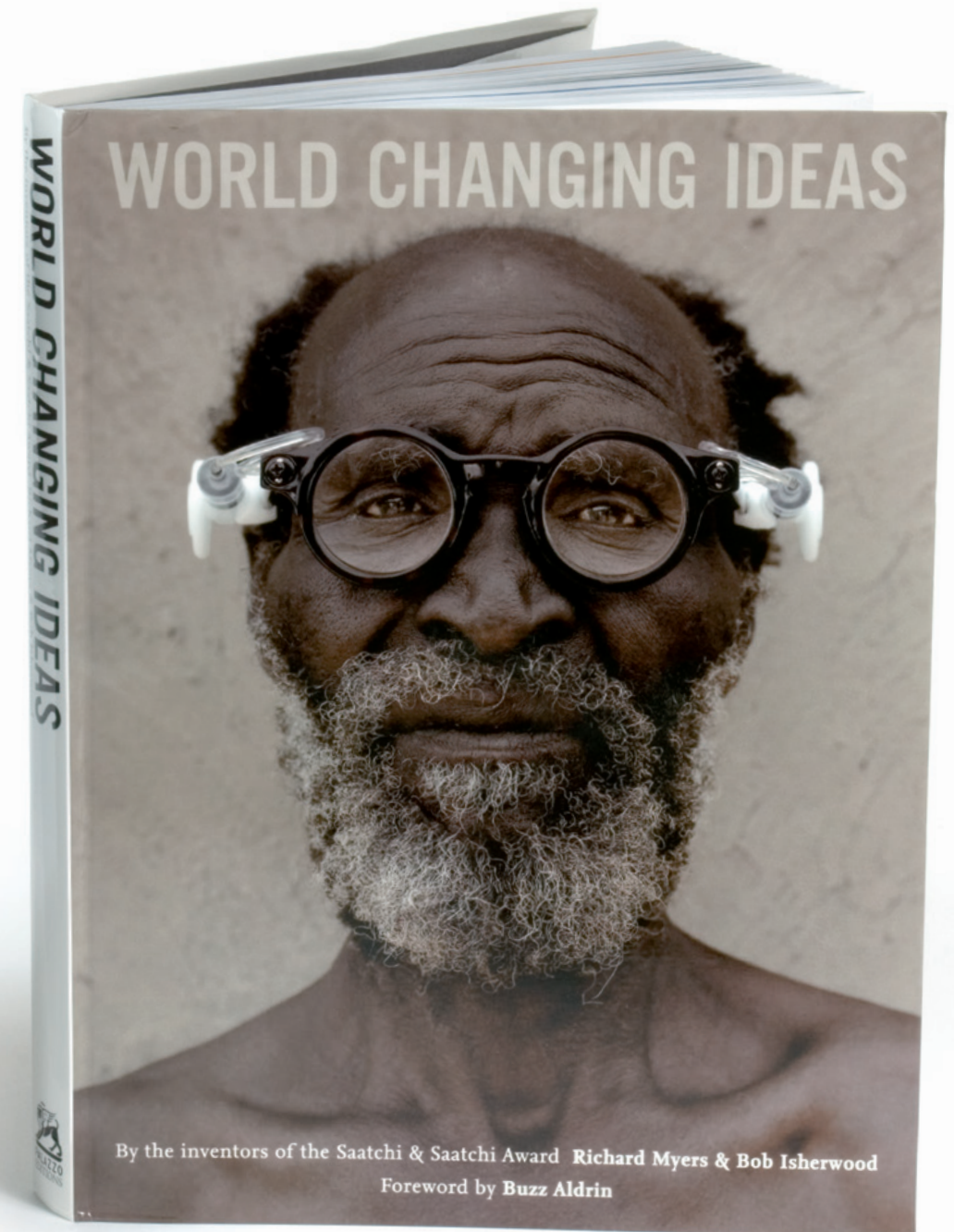
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Palazzo Editions

Right from the start the Award has attracted high quality entries from around the world, from individual inventors, charitable foundations, medical establishments, commercial enterprises, technological establishments such as NASA, and academic institutions like MIT.

The entries have been diverse, eclectic, and inspiring. They have addressed challenges in everything from technology, language and education to medicine, science, disability, the environment, and developing worlds. Winners have included a system that allows the blind to "see" with their ears, and a unique compound, now used by NASA, to replicate the responsiveness of human skin by applying it to the fingers of robotic hands. Finalists have ranged from self-adjustable spectacles, a new kind of aeroplane, a laser system for detecting cancer cells, a swallowable camera for intestinal diagnostic examinations, and a three-dimensional alphabet.

There has been an impressive line up of judges too. Buzz Aldrin, Laurie Anderson, David Byrne, Edward de Bono, William Gibson, Philip Glass, Baz Luhrmann, John Maeda, and Lou Reed are some of those who have contributed.

Richard Myers and Bob Isherwood are the inventors of the Award.



THE LOVEMARKS EFFECT

WINNING IN THE CONSUMER REVOLUTION

By Kevin Roberts, Executive Chairman, Saatchi & Saatchi
 Art direction by Anna Brown; design by Anna Brown & Sarah Maxey

In this follow-up book to *Lovemarks: the Future Beyond Brands*, the voices of consumers, owners, and marketers show the impact of Lovemarks on their lives, their businesses, and their aspirations. *The Lovemarks Effect* offers instruction and inspiration about creating emotional connections and winning in a consumer-empowered "attraction economy." How consumers feel about you—their emotional connection to you—is what determines success now.

Contributors include marketing maverick Tom Peters, Nobel physicist Arno Penzias, *New Yorker* writer Malcolm Gladwell, designer Mary Quant and Toyota engineer Inoue Masao. From the world of fast moving consumer goods come interviews with Procter & Gamble's Jim Stengel and Walmart's John Fleming. CEOs from world-winning brands such as Victorinox®, Diesel, Tiffany & Co., Aveda, Montblanc, Benetton and Lonely Planet share unique stories about the potential of Lovemarks, and the power of Loyalty Beyond Reason.

The Lovemarks Effect also showcases the findings of QiQ International's Lovemarks research in a 12-page feature. The study validates the cornerstone qualities that help to shift a brand to a Lovemark, and finds there is conclusive evidence that creating a Lovemark will increase sales, preference, and usage.

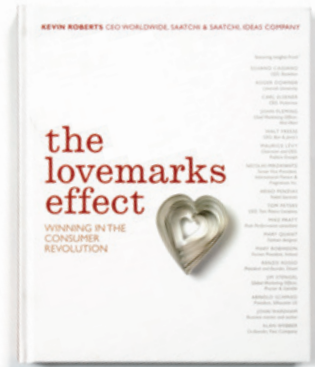
From the aisles of the in-store experience to the power of sustainable enterprise, from Lovemarks research to consumer stories, *The Lovemarks Effect* is a joyride through the evolving business landscape.

www.lovemarkscampus.com

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Co-editions available in:
 Germany (Mi-Fach Verlag)
 Italy (Franco Angeli)
 Korea (Seodole)
 New Zealand (Reed)



ONE IN A BILLION

XPLORING THE NEW WORLD OF CHINA

By Sandy Thompson, Worldwide Planning Director, Saatchi & Saatchi (1994-2010)

Photography by Chien-min Chung

Foreword by Tom Peters



At the start of this millennium, the irresistible momentum of China is redrawing the economic and social story of the contemporary world.

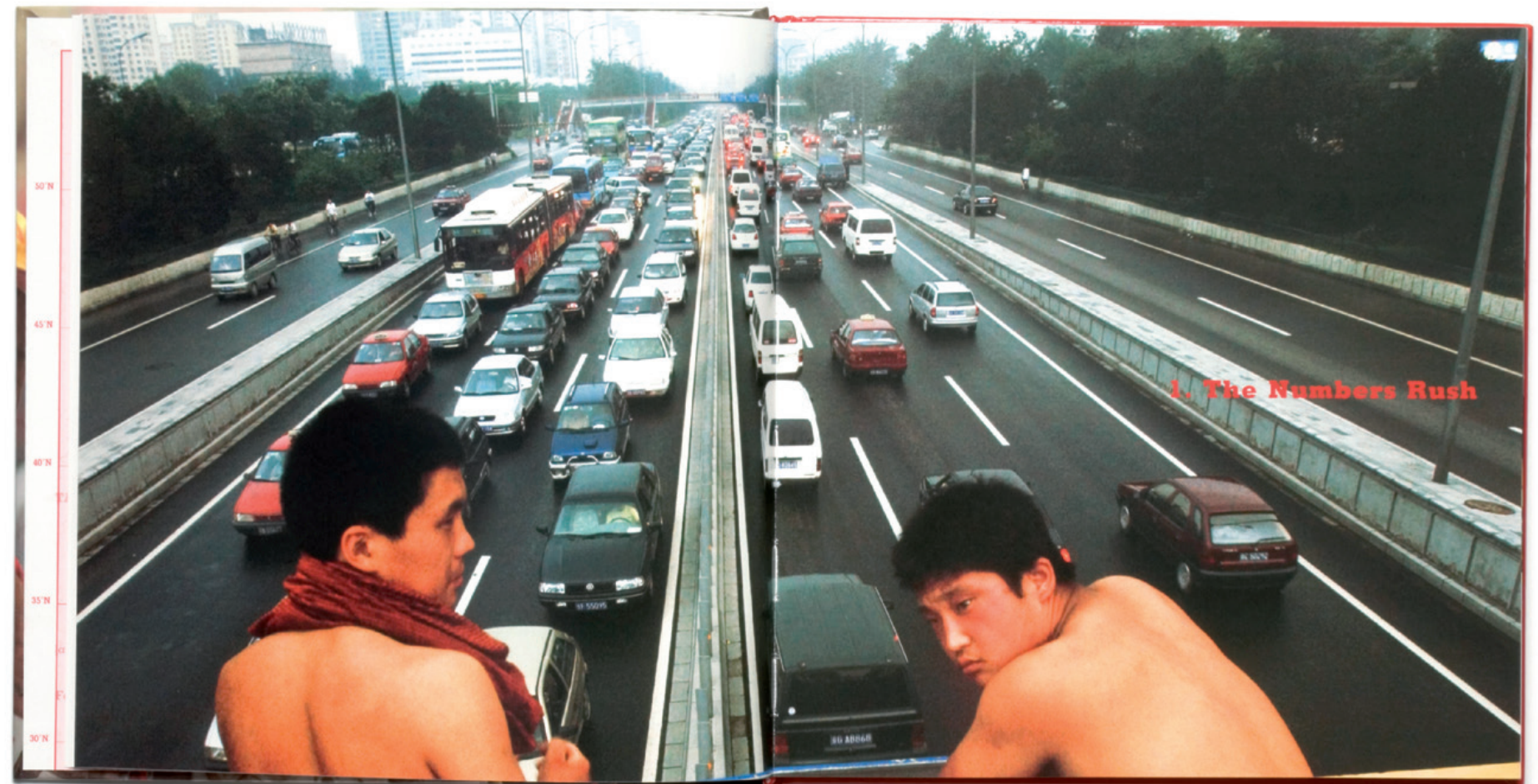
For brands to gain a foothold in this rapidly expanding economy, dollars are not enough. Nor is information, such as that gleaned from focus groups and traditional market research. To reach the 1.3 billion potential consumers in China, you need to understand the people—their lives and motivations, ambitions, and desires. And to move past knowledge to understanding, you need to 'Xplore'.

Xploring is a bold new approach to market research that emphasizes the authentic, the immediate, and the emotional. Xplorers interact with people at the person-to-person level. They turn the numbers into stories. They reveal insightful truths that can make the difference between stumbling and success.

Sandy Thompson, Worldwide Planning Director of Saatchi & Saatchi, and her team of intrepid Xplorers strapped on hiking boots and backpacks and journeyed across China. The result is *One In a Billion: Xploring the New World of China*, a compelling text accompanied by a series of intimate portraits by Chien-min Chung of some of the individuals who make up the world's most populous nation. *One In a Billion* is a snapshot of what it means to be Chinese in the new millennium.

www.xploring.com

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throughout
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powerHouse Books



LOVEMARKS

SAATCHI & SAATCHI DESIGNERS' EDITION

By Kevin Roberts, Executive Chairman, Saatchi & Saatchi

Art direction by Derek Lockwood, Worldwide Design Director, Saatchi & Saatchi and Roger Kennedy, Creative Director Graphic Design, Saatchi & Saatchi EMEA

Kevin Roberts' groundbreaking book *Lovemarks: the Future Beyond Brands* injected a powerful dose of emotion into the world of advertising and marketing.

Despite the extraordinary uptake of the concept, Roberts was determined to go one step further after receiving a provocative and irresistible challenge: to turn the book itself into a Lovemark. The result is *Lovemarks: Saatchi & Saatchi Designers' Edition*, a sublime rendering of the original book that will both challenge the mind and delight the eyes.

Collectively produced by Saatchi & Saatchi designers and art directors from across the globe, the book reflects the diverse, eclectic, and vibrant visions of its creators. *Lovemarks: Saatchi & Saatchi Designers' Edition* celebrates the central role design plays in creating emotional connections with consumers.

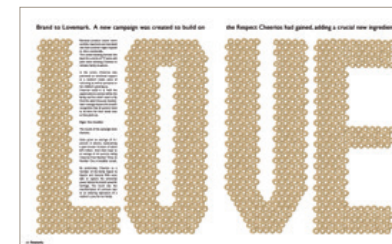
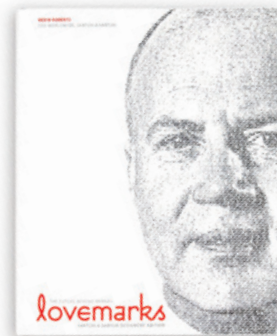
Chapter designers from across the Saatchi & Saatchi Network featured in the book include: Roger Kennedy (London), Kevin Finn (Sydney), Hamish McArthur (New York), Nick Darke (London), Kane McPherson and Lorenz Perry (Auckland), Jason Romeyko (Moscow), Bridget De Socio (New York), Tim Quest and Scott Silvey (London), Saatchi & Saatchi X Design Team, Polly Chu (Guangzhou), Alex Normanton (London), Jim Salter (London), Tom Eslinger (Los Angeles), Pete White (New York), Hiro Ito (Tokyo), and Ji Lee (New York).

www.lovemarks.com

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Images (clockwise from top left): cover design by Roger Kennedy; design by Bridget De Socio; design by Jim Salter; design by Saatchi & Saatchi X Design Team; original tattoo by Adam Craft (Illicit), design by Kane McPherson and Lorenz Perry (main image).



SISOMO

THE FUTURE ON SCREEN

By Kevin Roberts, Executive Chairman, Saatchi & Saatchi

Art direction by Derek Lockwood, Worldwide Design Director, Saatchi & Saatchi

Design by Kane McPherson

A new word has been introduced into the global language—and this stylish book is its debut. A richly nuanced collection of text and imagery, *sisomo: the Future on Screen* is a book to win hearts and set minds spinning with questions.

The fragmented media environment presents an unavoidable conundrum for marketers and advertisers as they struggle to find new ways to reach consumers. Television, once the shining knight of emotional messaging, is scrambling to retain audiences. A radical shift is also occurring in the relationship between consumers and the media. Where consumers were once passive in the face of the mass market, they are now super-smart individuals wired into the greatest information network the world has ever known.

Enter *sisomo*—Sight, Sound, and Motion, the combination that made television the most powerful selling tool ever invented. As Kevin Roberts says, "There are three keys to the consumer's heart—Mystery, Sensuality, and Intimacy. Well, here are three more." Saatchi & Saatchi have put *sisomo* to work on television for decades. Now we are unleashing it in the new world of the screen age as well: on computers, mobile phones, PDAs, in-store displays, and sports stadiums; on screens on the sides of buildings, screens that glow in the corner of our eye.

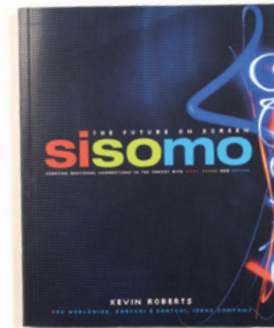
www.sisomo.com

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Korea (Seodole)
New Zealand (Reed)
Spain (Urano)

"Content that engages with Sight, Sound, and Motion is the only way to cut through media fragmentation and connect with today's savvy consumers."
—Kevin Roberts



SOCIAL WORK

SAATCHI & SAATCHI'S CAUSE RELATED IDEAS

Edited and designed by Mark Thomson

Social Work, Saatchi & Saatchi's book on cause related marketing, vividly demonstrates the company's focus on world changing communication ideas. The book contains an abundance of attention-provoking images and propositions that cut right to the heart of many of the world's most serious human issues.

In the foreword, Saatchi & Saatchi Creative Director Ed Jones says, "a striking feature of the work is the remarkable degree to which it employs the power of simple truth. Advertisers realize that the way to gain the trust of an audience is to simply tell the truth. Many social issues are inherently dramatic from the outset so what is required are simple ideas. Ideas that get attention and ideas that can transform people's lives."

Saatchi & Saatchi have produced many of the most effective and memorable ideas ever seen in social advertising. It has even been said that social communication is in the company's DNA. Work has confronted issues relating to child abuse, war, racism, drugs, torture, contraception, censorship, the environment, sexually transmitted diseases, road safety and more. *Social Work* is a retrospective of the best of these cause related ideas from the company's first 30 years.

Hardcover
9.8 x 12.8 inches
288 pages
Full-color photographs and illustrations throughout
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-273 Publishers



PEAK PERFORMANCE

BUSINESS LESSONS FROM THE WORLD'S TOP SPORTS ORGANIZATIONS

By Professor Clive Gilson, Professor Mike Pratt, Dr Kevin Roberts, and Associate Professor Ed Weymes, Waikato Management School
Foreword by Sir Edmund Hillary

Peak Performance lies at the heart of Saatchi & Saatchi's sustainable advantage. This international best-selling business book goes inside the world's best sports organizations to reveal how their teams keep on winning—and how any business can use their methods to get to the top and stay there.

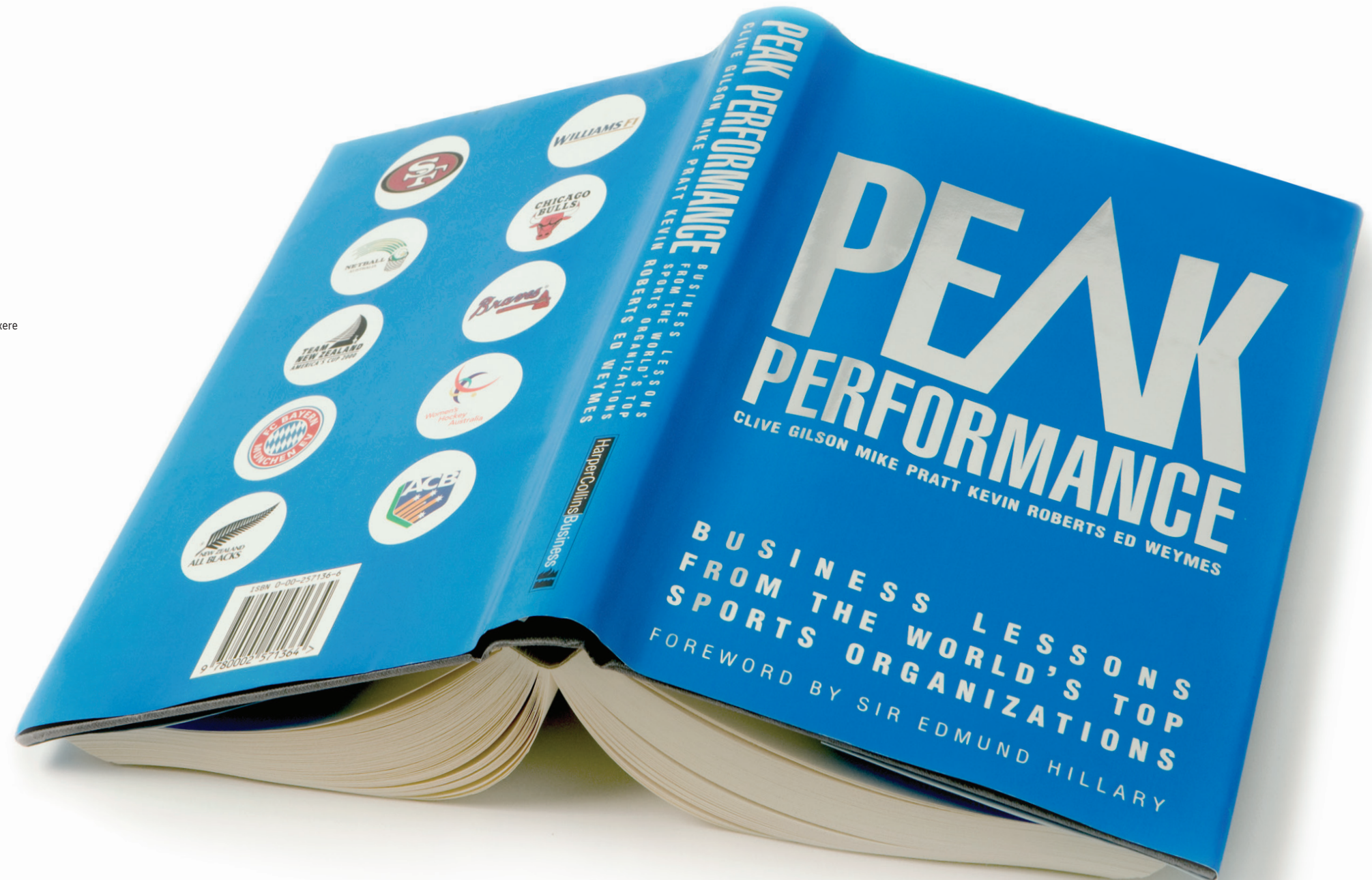
Learn from the teams and players of legend, from the Chicago Bulls at their rampant heights, to the formidable Australian cricketers, and from inspirational players such as soccer's Franz Beckenbauer, rugby's Jonah Lomu, Williams F1's Frank Williams, basketball's Michael Jordan and cricket's legendary Sir Donald Bradman.

Peak Performance theory and practice was developed at the Waikato Management School in New Zealand. It has proven successful in sustaining and growing large organizations in many industries. Since 2000, Peak Performance has been implemented in more than 50 companies globally including Procter & Gamble, Novartis, and Visa Europe. Peak Performance is about continuously exceeding the organizational best in relentless pursuit of its purpose. Peak Performance is energized by inspirational players throughout the organization.

With compelling stories of sporting endeavor and innovative business theory, this book is indispensable reading for directors, managers, entrepreneurs and business students.

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BRAND SPIRIT

HOW CAUSE RELATED MARKETING BUILDS BRANDS

By Hamish Pringle and Marjorie Thompson

Foreword by Edward de Bono

In an environment of intense competition, consumer requirements of companies and their brands are going beyond the practical issues of product performance and beyond even the more emotional aspects of brand personality and image. Today consumers are asking questions about the role commercial organizations play in society. They are looking to businesses for demonstrations of good corporate citizenship.

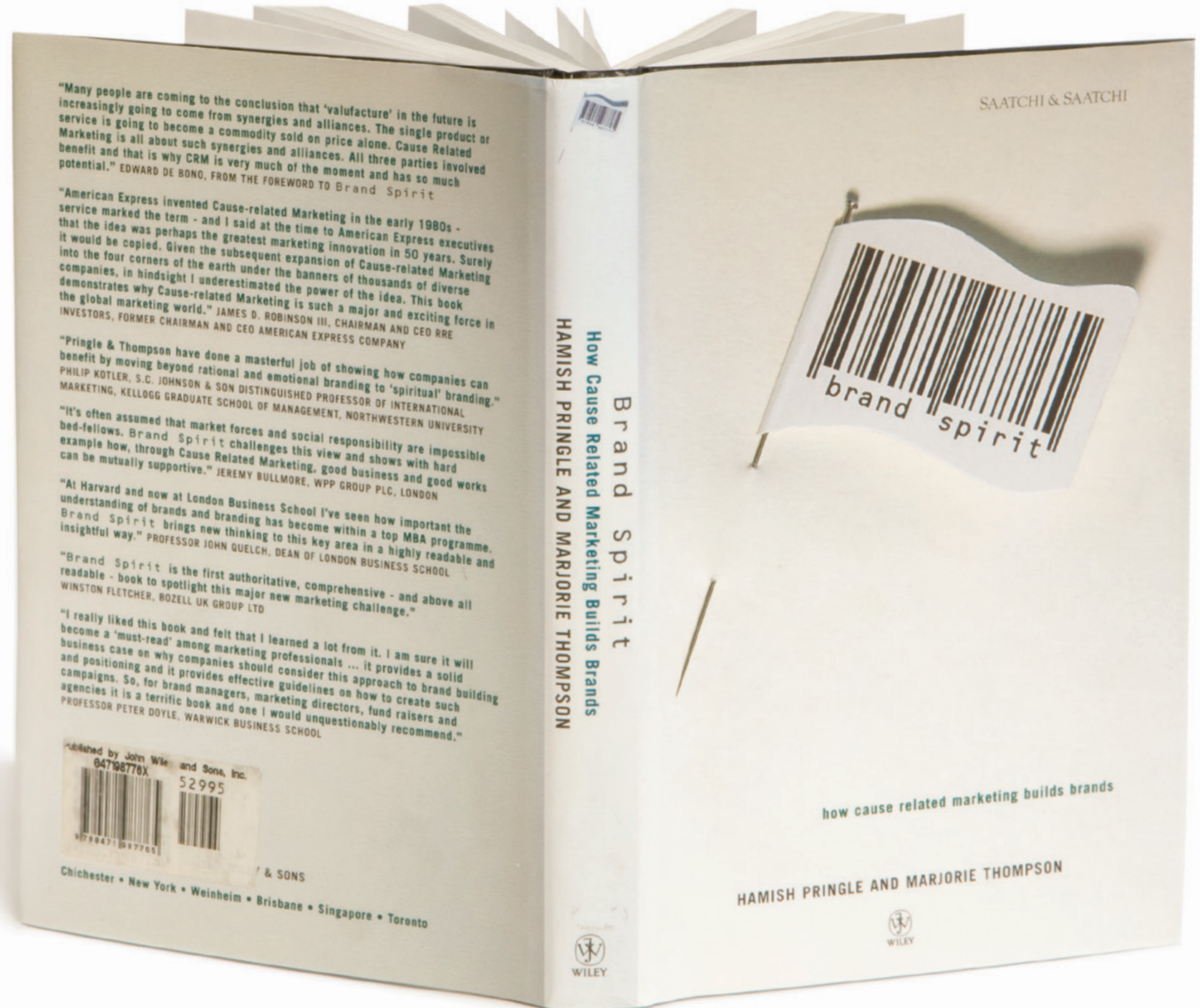
Brand Spirit explores the concept of cause related marketing—based on the motivation of a company or brand to position itself alongside a charity or cause in a partnership for mutual benefit. Drawing on the authors' extensive experience in advertising and charity industries, and illustrated by case studies featuring companies such as Procter & Gamble, Tesco, American Express, and WHSmith, *Brand Spirit* demonstrates how businesses can harness the power of cause related marketing for the advancement of a better world.

Edward de Bono comments in his foreword that in cause related marketing, all three parties involved benefit—charity, consumer and company.

Brand Spirit demonstrates in a unique and masterful way how companies can prosper by moving beyond rational and even emotional branding, into spiritual branding. Here the combination of market forces with social responsibility adds up to good business for everyone concerned.

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6.3 x 9.3 inches
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Hamish Pringle was formerly
Vice-Chairman of Saatchi & Saatchi
UK; Marjorie Thompson pioneered
cause related marketing at Saatchi
& Saatchi London.



HOW TO ORDER

Saatchi & Saatchi books are available for purchase through Amazon and major retailers.

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www.saatchibooks.com

World Changing Ideas and *Social Work* can be purchased through Saatchi & Saatchi London:
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Enquiries regarding Saatchi & Saatchi publishing or foreign translations should be directed to:

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