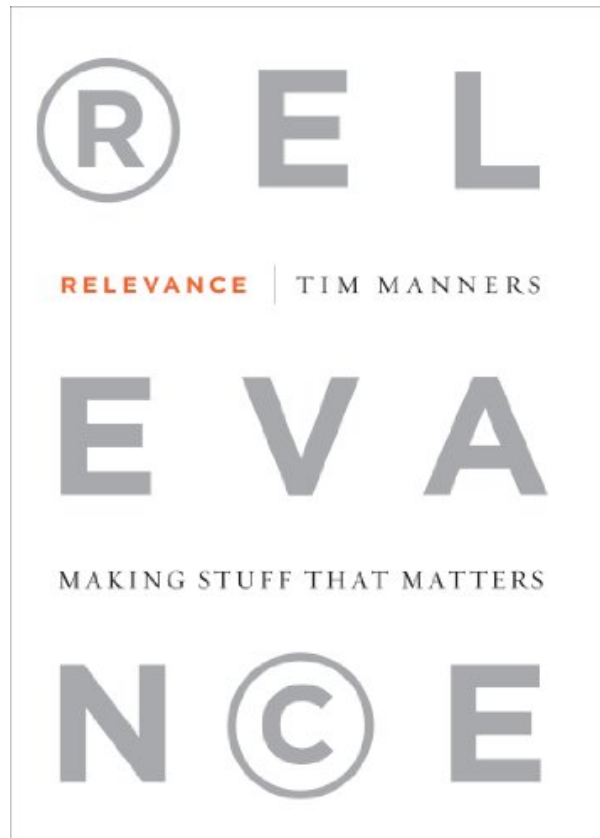


# RELEVANCE: MAKING STUFF THAT MATTERS BY TIM MANNERS



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When you are rushed of work target date as well as have no concept to obtain motivation, **Relevance: Making Stuff That Matters By Tim Manners** book is one of your options to take. Schedule Relevance: Making Stuff That Matters By Tim Manners will certainly offer you the best source and also thing to get inspirations. It is not only regarding the tasks for politic business, administration, economics, and other. Some ordered jobs making some fiction jobs additionally need inspirations to get over the task. As exactly what you require, this Relevance: Making Stuff That Matters By Tim Manners will possibly be your selection.

From Publishers Weekly

Manners, a branding consultant and editor, takes the reader through the various aspects of building a successful brand, using the title of his book as a one word manifesto; all of his ideas loop back to it sooner or later. Branding is no longer a numbers game, according to the experts that he quotes, but about making your sure your customer is happy; not just with the service, or the product, but in their lives. How can this be achieved? The author's answer: through relevant insights, innovation, investment and design. Combine these with careful attention to value and experience, and you'll get growth. What distinguishes this book is the author's scope: he's clearly well connected and has plenty of quotes from branding and marketing experts across several industries to prove it. British range manufacturer Aga and niche coffee retailer Intelligentsia are just two of the "relevant" brands that Manners explores, and this range of knowledge adds authority to an otherwise thin argument, which at times seems like the same old ideas, rehashed and rebranded.

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From Booklist

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Review

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After years studying remarkable companies and speaking to some of the most influential leaders around, Tim Manners has discovered a solution to the marketing woes of many brands. Stop worrying about demographics, fads, and cutting-edge advertising. Instead, focus on relevance.

Manners shares how the best of the best create solutions to their customers' problems and help them live happier lives. You'll learn how:

- Levi's reasserted relevance when it created wardrobe solutions for men.
- Dunkin' Donuts stopped trying to mimic the look and feel of Starbucks and found success by delivering a simple, quick cup of joe.
- Hasbro reinvented board games for today's time-pressed consumers.
- Kleenex's new germ-fighting tissues helped keep the company relevant by turning a useful product into a necessary one.
- Staples stopped wasting its shoppers' time with extraneous products.
- Nintendo's simple design for the Wii appealed to consumers of all ages and game designers alike, allowing it to outsell its competitors.

The path to sustainable growth for your brand begins with designing meaningful solutions and providing them when and where people need them most. Relevance will teach you how to become—and remain—indispensable.

- Sales Rank: #1774270 in eBooks
- Published on: 2008-08-26
- Released on: 2008-09-18
- Format: Kindle eBook

From Publishers Weekly

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Most helpful customer reviews

1 of 2 people found the following review helpful.

A Book Whose Time Has CLEARLY Come

By Joan

I was fortunate to be awarded a copy of the book for sharing my thoughts about the brand most relevant to me. As I started reading, I found myself nodding in acknowledgment of these basic nuggets of wisdom as to why traditional advertising just "ain't what it used to be." At last, the idea that it is time to let go of demographics is upon us! What an insightful book. I so appreciated the fact that the book itself was relevant in its clarity and simplicity regarding what sound marketing today is all about. I've got shelves of business tomes that are overwritten with so many parenthetical expressions I can't go back and find the actual beginning of the sentence. I especially appreciated the story on radio since my son also began his aspired career in radio. Happily he wound up in health care public relations earning far more than the "four and out the door" salary of a small station radio. But back to Relevance; the one-on-one discussions with brand leaders were great sound bites that made sense and provided meaningful information.

As an avid Cool News fan I had a feeling the tenor of the book would have the same crispness and punch. Tim Manners did not disappoint.

As a writer and marketing consultant, the actually proved beneficial since I used it to recommend a nontraditional, consumer relevant marketing strategy to a new client. Lastly, thought it was great that Tim acknowledged his Dad for teaching him to cook, sew and iron. I look forward more Relevance. Keep up the great work.

Joan Mansbach

0 of 1 people found the following review helpful.

A must read for any CEO heading to DC in '09 for a bailout!

By William Brand

For all those people who spent years merging, acquiring, de-merging, leveraging assets and/or off-shoring others to make next quarter's numbers or next year's bonus in the bored-room - and then patting themselves on the back on CNBC --- why not try something new? Make something that matters. Treat people well (especially customers). Then don't fire people so they can't buy your stuff. Relevance shows you how! It's your step by step guide book to real success. For the rest of us, it's simply a refreshing read.

Today it seems any one can cut, clip, and compile anything into a self published book clutter and then self blog (or is it flog?) their ego - that's not this book and it's not Manners. Manners masters branding. He nails how business can work - and in rare cases - does. I've been in business 20 years and picked up at least 5 ideas I'm already using. It's a quick read too - perfect for a business trip. Just check out the cover and you know it's worth a look. After you enjoy reading Relevance, email Manners and maybe he will share his "strawberries story" with you. He sent it to me. It will lift your spirits.

1 of 3 people found the following review helpful.

How to not waste time, money, and market share providing your customers with things they don't want or need

By Craig Matteson

This is a book on marketing. Maybe the subtitle should have read "providing stuff that matters" rather than "making stuff that matters" because what Tim Manners has to say applies to service companies, and non-manufacturing vendors as it does to the companies that actually make products.

The book warns you against getting caught up in ideas that seem cool but actually take you out of the sweet spot of your business. For example, in the first chapter on demographics, he shows you how companies get into trying to craft products for certain niches in their demographics and either waste a really good product that could have been used broadly, create a product the niche doesn't want, or one that can't earn any money because the niche is so small and the share of the product in that space is even smaller, or that the nice



doesn't even exist. It is an illusion created by your database.

Each chapter begins with a series of micro-case studies on the topic, has a series of paragraph or two insights from well placed business people on that topic and a series of boldface bullet points that make the author's point about that chapter.

The ten chapters are on:

Demographics - Marketing, Not Apartheid

Aspirations - The Happiness Factor

Advertising - Accountable to Whom?

Insights - Controlling the Conversation

Innovation - Suit Yourself

Investment - Spare Not Expense

Design - Yellow is Number One

Experience - What Would Warhol Do?

Value - The Value of Value

Growth - Zen-Master Profits

And a Coda on What's the Point?

He also provides a page of "Secrets of Relevant Brands". You could actually begin the book with this section of the book.

Easy to read, breezy in style (it's marketing, after all), with some useful points.

Review by Craig Matteson, Ann Arbor, MI

See all 12 customer reviews...

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