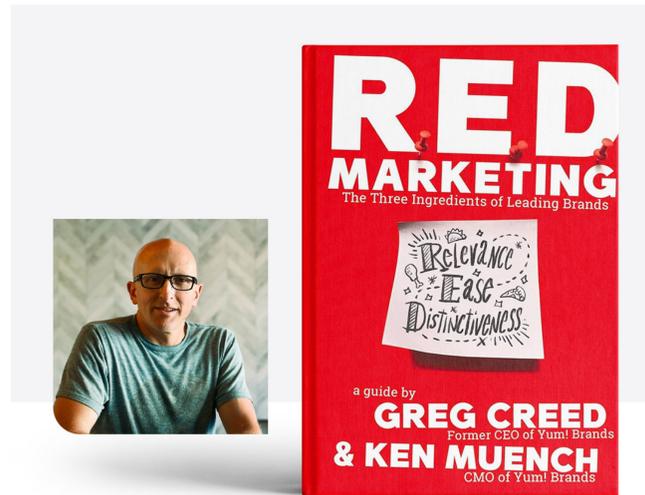


Recommended by Emma Debus & Endorsed by Stephen Fraser



Read and edited by: Jane Jacob & Emma Debus | Ogilvy, Sydney

R.E.D Marketing

The unique learnings from ‘what works and what does not work’

The findings illustrated in the book R.E.D. Marketing are based on spending billions of dollars, year after year in over 150 countries, sharing real marketing experiences: ‘What works and what does not work’. This has led to create and refine an approach to marketing, we know it works consistently, based on actual buying decision-making of consumers. It is the way CMO’s decide to make investments in their brands.

Start reading

Listen to podcast

The Global Reading Club also recommends:



Building distinctive brand assets

Building Distinctive Brand Assets is a strategic part of the overall brand identity. Brand Assets are the cornerstones of the identity of a brand, making a brand easily recognizable for customers and potential customers. Clear choices of Brand Assets give the brand distinctiveness, which is based on *fame* and *uniqueness* to stand out to get through the attention filter of the consumer. The central point of the book is to give the brand character.

Go to book

The Global Reading Club summarizes content of books since 2015, in different formats to facilitate optimal learning.



30/45 min read



15/30 min read



15 min study



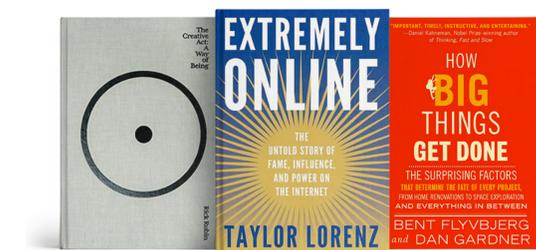
20/30 min listen

Join as an editor

Enrich your life by joining the elites who read and edit a book for the Global Reading Club. Your involvement will enhance the way you learn from books that matter personally and professionally. You need to be able to commit time of dedicated reading and editing a book. The reward is a new learning experience, and you will be featured on the Global Reading Club website. Participation is on voluntary basis.

Join as a Reader/Editor

Coming soon:



Knowledge not applied is worthless...

Please feel free to pass along this monthly Newsletter to colleagues, clients and friends.

Subscription is free.

Share this newsletter

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe from this list](#).