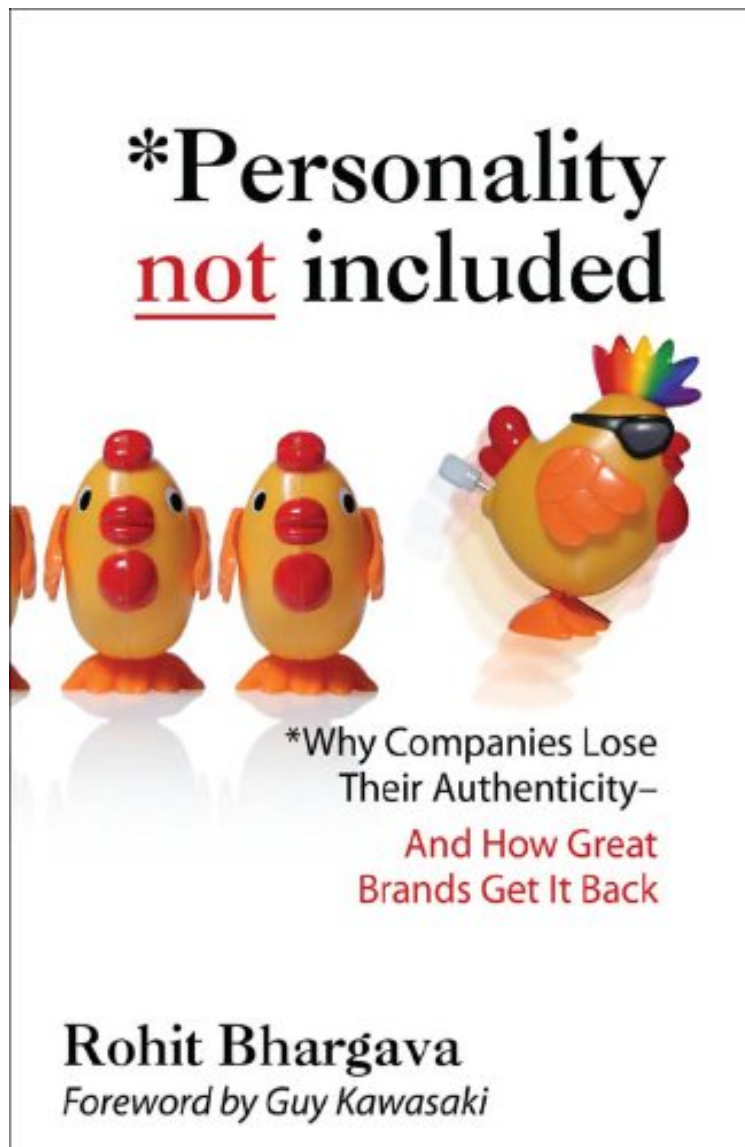


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Personality Not Included: Why Companies Lose Their Authenticity And How Great Brands Get it Back, Foreword by Guy Kawasaki

Rohit Bhargava

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Rohit Bhargava : Personality Not Included: Why Companies Lose Their Authenticity And How Great Brands Get it Back, Foreword by Guy Kawasaki before purchasing it in order to gage whether or not it would be worth my time, and all praised Personality Not Included: Why Companies Lose Their Authenticity And How Great Brands Get it Back, Foreword by Guy Kawasaki:

2 of 2 people found the following review helpful. Solid advice but nothing amazing
By Csuzozzo
Before reading Personality Not Included by Rohit Bhargava I had a preconceived notion already that in business it is vital for your brand to have a personality, as I have learned that in my Consumer Behavior class already, so I was wondering if this book would just reinforce that feeling or slightly change it. Personality began with talking a lot about what Apple has done, which turned me off. I am not saying I do not like Apple (I have 2 computers, phone, and iPod), I don't like when people praise Apple as a god. Yes they have model that worked and definitely differentiated them from the competition, but they are not the only one's to have done this. Getting deeper into the book Bhargava did much less talk about Apple. I enjoyed how well he described what a "faceless" company is, or one without personality. We all know them. It is a company that you are left on the phone waiting for hours only to be transferred to another person. It is companies with policies and regulations for everything they do and never act outside of them because it is just what they have always done. He points out how being faceless used to work but that is not the case any longer. Personality is key. I like how Bhargava pointed out how likeability matters. "Statistics time and time again prove that people don't sue doctors they like, regardless of how bad they screwed up." This was a great quote for how accurate it really is. Most people have a few brands that they really love and are passionate about. They might have one bad experience but because of how much they love them, it doesn't affect their attitude towards the brand. Personality is the only means to getting that likeability. In chapter 1 there is a section titled "the real secret of personality" it explains how there is activity put towards attracting new customers and much less done towards focusing on existing customers while it should be the opposite. I agree with this point however I don't like how he is claiming to know this great marketing philosophy when every business is aware of it already. This point is completely false in that nobody is spending more on getting new customers when everyone is taught in marketing 101 that it is cheaper to retain customers. Throughout PNI there are many points that I do agree with and find important. Chapter 2 is all about spokespersons for a brand. There are many people out there, especially online that are passionate about your brand, use them to your advantage instead of trying to always control the message yourself. Chapter 3 explains how you get to personality. The UAT Filter model shows how first there is uniqueness followed by authenticity and lastly talkable. Following this filter leads to personality. Chapter 4 addresses mainly the authenticity part. Having a backstory to your company is key. I liked this point because it has a clear message to a business owner and isn't as ambiguous as other instructions- you need to have a backstory about your business. Chapter 5 talks about the biggest obstacle to personality in big organizations are fear, fear of losing a job or fear of losing authority. Businesses afraid to lose some control and become more transparent are the ones that are instilling this fear in employees. Change is also a big issue. What I loved about PNI is that it sets a very good base for establishing personality. It gives you requirements and challenges to beat to get a personality as well as many reasons why personality is so important today. What I did not like about the book were the claims to be revolutionary information when some of it was very well known already. Some information can also be seen as common sense and he is just actually documenting it. Overall I would recommend to others who are establishing a brand or doing a complete overhaul of an old one to understand and have good foundations to what their brand's personality will be. I would claim the audience for Personality Not Included to be younger and new marketing professionals, as some of the ones out in the field already wont find too much new information here.

1 of 1 people found the following review helpful. Terrific Insight into the Marketing of Tomorrow
By Eric
Personality Not Included by Rohit Bhargava has a bit of a misleading title. This is because if there is one thing that this book is filled with, it is personality. A critical analysis of marketing "do's" and "don'ts" in the modern era could have easily been a very dry read, but Bhargava manages to maneuver the classic pitfalls that most books in this genre fall into to create a surprisingly engaging book. Once I began reading, I could not bring myself to stop until I reached the end. Or should I say the middle? I will explain how that could be a little later. I am giving Personality Not Included five out of five stars, and would recommend this book to anyone interested in the field of marketing or who is interested in starting a small business or just about everyone else that I have ever met. This book has me so inspired that I have not been able to stop telling anyone and everyone about it. Personality Not Included has a very clear message that it immediately identifies at the beginning of the book aimed at anyone interested in marketing, whether it be as part of a large corporation or as the sole owner of a small business. The message is that "In short, personality matters." (Bhargava 3) Bhargava has found that personality is vital to the success of brands in today's modern marketing environment, and the days in which consumers buy into large, faceless corporations are over. He claims that "Uniqueness plus authenticity plus talkability equal personality" (Bargava 186) and that brands that follow this model (known as the UAT filter) will be more effective in reaching consumers. Bhargava theorizes that once a brand has developed a personality, it can effectively utilize some of the latest marketing strategies such as embracing "accidental spokespeople", generating word of mouth, and capitalizing on "personality moments". The chapters of Personality Not Included focus on each of these points individually, providing insight into how each is important to developing a brand's personality. For example, Chapter 2 is all about the rise of the "Accidental Spokesperson" and how they are a crucial factor in how consumers perceive your brand. This format where Bhargava separates each topic into an individual chapter allows for him to examine each topic extensively. You will not only find out what an "accidental spokesperson" is in chapter two, but you will also learn where they come from, what they mean to your business, and

how they can be used to your advantage. Bhargava also uses many relevant examples of companies who have found success in the topics covered in the book. The key word here is relevant; all of the examples that Bhargava uses in *Personality Not Included* are of companies that many readers have probably heard of and feature events usually from the early 2000s. This makes for a much better reading experience because the reader can relate the story to a company that they most likely have had an interaction with. In Chapter One, Bhargava takes a look at "The Plight of Starbucks" (Bhargava 31) and how it is working to maintain its identity as the company continues to grow. Using a company like Starbucks lends an additional credibility to his claims because the reader is able to apply a face to the corporation. The most noticeable element of this book that sets it apart from all the rest of the books in this genre is the writing style Bhargava chooses to use. In fact, *Personality Not Included* is written unlike any other book that I have ever read. Bhargava has written *Personality Not Included* as if he were having a conversation with the reader, which is equally as captivating as it is refreshing. By providing a human voice to the content, Bhargava is able to pique the reader's interest. For example, a footnote on page 44 reads "From a "Tweet" in Hugh's Twitter microblogging stream on 11/18/07 (Should this be called a "twuote?")." This type of injection of personality into the even the smallest aspects of the book can be found throughout the entirety of *Personality Not Included*. When a book reads like a conversation, it is easy to give it your undivided attention. Furthermore, the fact that it is written in this way actually lends additional credibility to Bhargava's message of the importance of personality. Whether you notice it or not, Bhargava is using his own personality to market his new ideas to you, the reader. Although the book is filled with great new ideas on how to build your brand and Bhargava uses his own voice to explain to you why these ideas are so great, the most impressive aspect of *Personality Not Included* is simply in the organization of the book itself. I said before that the end of the book is technically the middle. That is because *Personality Not Included* is split into two parts, the first focusing on the theory Bhargava has developed and the second providing guides and tools on how to implement his theory and create a personality for your brand. This is ingenious because it makes *Personality Not Included* something that no other book in the genre is; it is useful. Most other books develop a theory and then spend far too much time telling you over and over again in many different ways how it is that the theory is correct. This tends to drag on, which turns many people who are normally interested in the topic off to that particular book. With *Personality Not Included* Bhargava decided not to harp on why he was right, but rather how these ideas could help the reader to succeed. Bhargava states, "The ultimate goal of this book is to be useful... Part Two is meant to off you everything you will need to apply the ideas presented earlier to your business." (Bhargava 185) Numerous step-by-step guides on how to bring each aspect of his theory to life can be found in Part Two of the book. Part Two also features bulleted charts explaining the types of various back-stories, breakdowns of the elements of personality, as well as explanations on how and why these things are important. There is even a link to a downloadable version of the elements of personality available on that same page! Bhargava takes great care to ensure that *Personality Not Included* is not only well thought out, but also that it could be applied to the reader's real life, accomplishing his ultimate goal of this book being useful. *Personality Not Included* should be the new standard for examining marketing in the modern era. Thought provoking, engaging, and useful, this book is a far cry from the typical book establishing a marketing theory. Bhargava's observations are astute, and he provides relevant examples to bolster all of his claims. His voice throughout *Personality Not Included* is conversational and captures the reader's attention before the reader even knows what hit him. And Bhargava's breakdown of each aspect of his theory into simple, intuitive steps makes it more useful than any other book of its type. The assistance with application that these steps provide will have me referencing *Personality Not Included* for years to come. So if you have even the slightest interest in marketing or if you want to learn how to grow a small business, I highly recommend *Personality Not Included*. It is as entertaining as it is educational, and implementation of its ideas can begin immediately with the guides provided in the book itself. While personality may not be included in business, Bhargava provides you with the vision and the tools to build a personality for your business yourself. 1 of 1 people found the following review helpful. One of the Best in the Genre, with Great Examples By Evan Rapoport A friend who is a public relations guru recently recommended that I read, "Personality Not Included: Why Companies Lose Their Authenticity and How Great Brands Get it Back" by Rohit Bhargava (a friend of hers from her days at Ogilvy and Mather). I've read a ton of marketing and business books, so I expected to hear a lot of the same old strategies and hard-to-generalize examples, but I gotta say, I was really impressed here. In the beginning, every marketing book seeks to show why it is different from everything else you've read. This one did that too, but then followed through. This is just a sampling of some of the ideas from the book, but the way I approach marketing and communications now is definitely different having read it. The underlying premise of the book, as the title suggests, is that marketing your brand today requires more of a personal touch than it may have in the past. Conversations about your brand are happening online, whether you want them to or not, and if you don't join the conversation, you are setting yourself up for trouble. If someone has a bad experience with your product or company, it is very possible that hundreds or thousands of people will hear about it. Blogs, social media, consumer reviews sites, etc. have become game-changers. Ok, so people are talking about you online. This isn't news to most companies. So, where does personality fit in? First, a personality is defined in the book as being unique, authentic, and talkable. These are required. Memorize them. So, if your company participates in a conversation in an online forum, and presents itself

with the typical faceless corporate lawyer-talk ("Our warranty states that blah, blah, blah"), how do you think customers will respond? Yeah, poorly. But, if your customer service person is authentic, such as if he has been a long-time contributor on that site, he can say something like: "Hi, this is Bill from Acme Co. I'm so sorry that the product is having trouble with its flux capacitor. We know it is supposed to activate at 88mph, so our engineers are going to figure out why yours won't enable time travel until you reach 92mph. We're really sorry, and we'll keep you in the loop as soon as we have more information." (sorry for this example, but I love 'Back to the Future') Bill is respecting the audience by giving them some real information, not hiding behind the corporate mumbo-gumbo. People still may be unhappy about the problem, but at least they know Bill is a specific person at Acme that is looking out for their interests. It's easier to be mad at a faceless company than a real, living breathing person who is trying to help you. Hopefully Bill has always been a nice guy in the forum and has shared helpful product tips before, so they'll give him the benefit of the doubt. The book also talks a lot about "accidental spokespeople", both internal and external, that become brand advocates and evangelists without compensation. If a customer loves your product, whether they're an influential blogger or not, be sure to embrace that opportunity. Find ways to enable him/her to better spread the word. Send product samples. Give "sneak previews" of upcoming product information. For internal spokespeople (employees), be sure to establish guidelines of what is appropriate or not, but seek to find ways to encourage these people's excitement. Finally, take careful note of your actions during "personality moments", which can be opportunities for you to excel in building relationships with your customers. These may be positive moments to leverage, such as getting some huge story written about you, or negative moments to show how you respond under pressure, such as if you have to do a product recall. Either way, when people's eyes are on you, be sure to show your true colors and don't be fake... people will see through it. I hope this was a helpful summary for you. It's a book that I really enjoyed and would definitely recommend. The examples were interesting and many were easily relatable to my line of work.

The age of the faceless corporation is over. In the new business era of the twenty first century, great brands and products must evoke a dynamic personality in order to attract passionate customers. Although many organizations hide their personality behind layers of packaged messaging and advertising, social media guru and influencer Rohit Bhargava counters that philosophy and illustrates how successful businesses have redefined themselves in the new customer universe. Personality Not Included is a powerhouse resource packed with bold new insights that show you how to shed the lifeless armor of your business and rediscover the soul of your brand. Sharing stories from the ethos of the world's weirdest city, to how Manga has taken the comic book industry by storm, to showcasing brands like Intel, Boeing, ING, and Dyson, Bhargava shows you why personality matters from the inside out. In Part One, you'll be introduced to the key components to building a personality and learn how to: Recognize the greatest myth that most marketers blindly follow, and how to get past it Use the "UAT Filter" to understand the personality of your organization and products in order to develop a communication strategy that drives your marketing Create your company's "marketing backstory" using techniques pioneered by Hollywood screenwriters Harness the influence of "accidental spokespeople" and use it to your advantage Navigate the roadblocks of using personality that come from bosses, peers, investors, and lawyers, without getting fired or flamed Pinpoint and capitalize on the moments where personality can make a difference Part Two is packed with guides, tools, and techniques to help you flawlessly implement your plan. It features practical, step-by-step lessons that help you effectively move from theory to action, and includes a valuable collection of guides, checklists, question forms, printable resources, and more. Don't be another faceless company-learn the new rules for succeeding in the social media era with Personality Not Included.

From the Back Cover "Personality Not Included breaks down the old barriers between marketing, advertising, and PR and shows you how to nail the single objective of it all: creating powerful conversations with your customers and getting them to choose you over the rest." -Timothy Ferriss, #1 New York Times bestselling author of The 4-Hour Workweek "Just being pretty isn't enough anymore, today a brand also needs a strong personality to survive. In Personality Not Included, Rohit gives you the techniques and tools to help your brand go from wallflower to social butterfly." -Laura Ries, bestselling author of 22 Immutable Laws of Branding, cofounder of Ries Ries "If there is one book I recommend every client and every agency person read right now, it's Personality Not Included. Every chapter gives you new ways to navigate an increasingly complex marketing landscape with clarity, nimbleness, and pragmatism." -Carla Hendra, Chairman, Ogilvy New York, Co-Chief Executive Officer, Ogilvy North America "There are two types of small business owners-ones that know they are in the business of marketing and those that don't. For either, Personality Not Included is an eye-opening look at what really matters when it comes to delighting your customers." -John Jantsch, author of Duct Tape Marketing About the Author Rohit Bhargava is SVP of Digital Strategy and a founding member of the 360 Digital Influence group at Ogilvy Public Relations Worldwide, one of the world's largest marketing and communications agencies. He authors the award-winning Influential Marketing blog (rohitbhargava.typepad.com), is a sought after marketing speaker, and has been

featured in media worldwide including The Wall Street Journal, Marketing China, and BrandWeek. Read about Rohit's latest updates and appearances at www.aboutrohit.com. www.personalitynotincluded.com