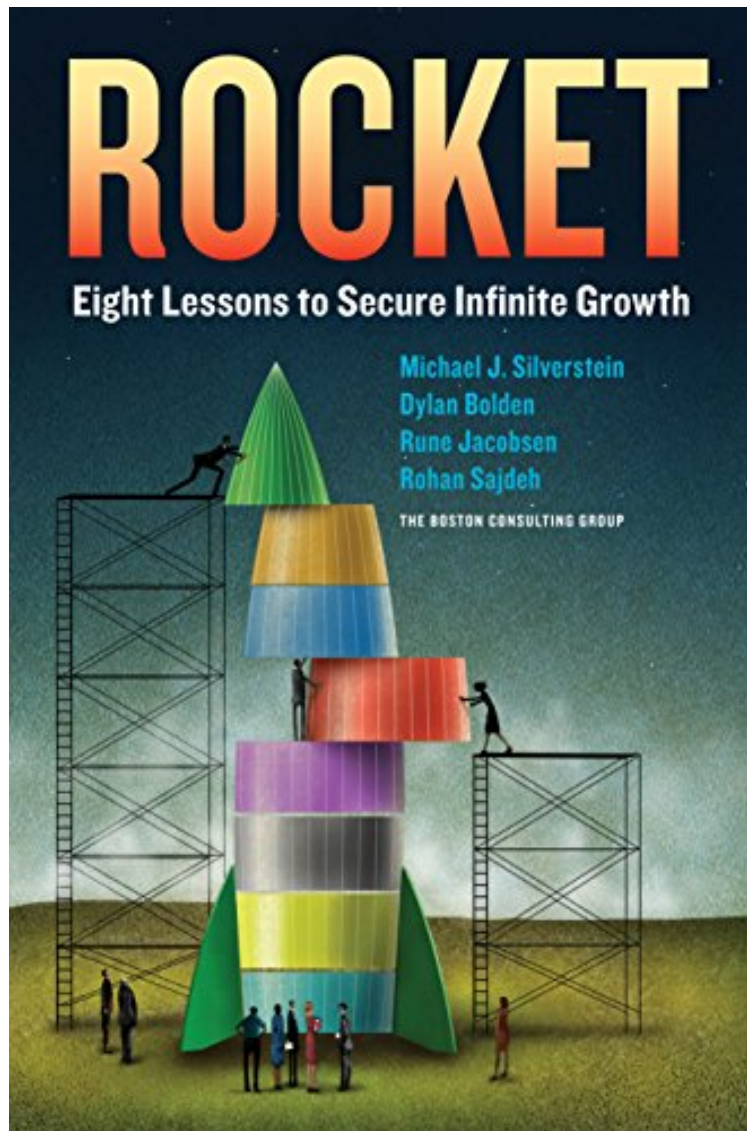


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Rocket: Eight Lessons to Secure Infinite Growth (Business Books)

Michael J. Silverstein, Dylan Bolden, Rune Jacobsen, Rohan Sajdeh
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By Lauren TaylorI feel smarter having read this book. I am in consumer research and always looking to get an edge. I remember a few years ago "feeling" a change with how Frito-Lay marketed its products. Now I see what they did and am excited to be on the

lookout for what comes next.

Rocket tells the story of how sixteen remarkable business leaders created great brands. Leslie Wexner tells you how he turned a two-store chain into a \$6.5 billion worldwide brand called Victoria Secret, and Howard Schultz shares how he took his passion for a little coffee shop in Seattle and grew it into a 22,000-store chain, just to name two. Every story is connected to a "how-to" lesson, and by the end, you'll have what you need to turn your best customers into apostles, cravers, and brand ambassadors. A must-have guide for everyone who wants to grow their business faster than a competitor, this authentic, vibrant, and engaging book brings you the latest practical techniques for knowing your customers' desires and behaviors in order to deliver intimately rewarding experiences every time they shop—including knowing what they need before they do. Included is a "self-critique" to identify where you are currently before you transform your career and company by mastering how to:

- Create a demand-space map and predict how big a share of a demand space you can win with the proper mix of emotional and functional benefits satisfying the attributes of that space
- Determine a strategic direction for where to place investment bets, identify which brands are best suited to win, and which are most responsive to investment
- Deliver all the core benefits of a particular demand space in your product—from packaging, shelving, pricing, and promotion to message development, store operations, delivery, and employee engagement
- Maintain a long-term vision to continuously quantify and modify for ongoing improvement, while using your successes to convert more champions along the way

With Rocket, you can rise into a cycle of renewal, energy, and power that can launch startups to phenomenal success and turn around the fate of multinational corporations.

From the Back Cover "A powerful book that offers the keys to growth — deep insight into consumer behavior, stories that energize and excite. A primer for marketers, innovators and change agents. Rocket can help you open doors and drive growth." — John Mackey, co-CEO and co-founder of Whole Foods "A compelling blueprint for realizing your full potential. A superb guide for re-imagining your approach to driving growth." — Douglas R. Conant, Founder Conant Leadership, Former President and CEO, Campbell Soup Company, Chairman, Avon Products "Much has been written about Four Seasons legendary service model and the 40,000+ people that bring it to life every day, but Rocket takes a unique approach. By exploring our deep commitment to employees within the context of growth, Rocket shows exactly how a passionate team of employees can transform any brand and position it for success. Rocket is an essential read for any business leader focused on long-term growth." — Isadore Sharp, Founder and Chairman, Four Seasons Hotels and Resorts. "Engaging and clever lessons that can be applied in any business." — Tony Hsieh, NY times bestselling author of Delivering Happiness and CEO of Zappos.com, Inc. "Rocket will help guide you towards the critical factors that cause apostle brands to stand out and thrive. The authors illustrate the necessary traits to build, maintain, and grow successful brands. Very interesting and practical stories covering some of the best brands in the world. A great read for anyone building a brand." — Bob Carter, Senior Vice President, Automotive Operations, Toyota Rocket is an extraordinary book. The book tells the stories and secrets of so many successful companies. The "secrets" are fascinating and extremely thought-provoking. Rocket emphasizes the values of integrity and human dignity; values which we consider to be the keystones of our operations. — Brunello Cucinelli, founder and CEO of Brunello Cucinelli "Powerful stories from real people who are delivering extraordinary results. Practical ideas that can be implemented immediately. If you have one business book to read this year, this is the one!" — Irene Rosenfeld, Chairman and Chief Executive Officer, Mondelez International About the Author Michael J. Silverstein is a senior partner and managing director of the consumer practice at The Boston Consulting Group. He is the bestselling author of Trading Up, The \$10 Trillion Prize, Women Want More, and Treasure Hunt. Dylan Bolden, Rune Jacobsen, and Rohan Sajdeh are all senior partners and managing directors at BCG.