

The New Brand Spirit: How Communicating Sustainability Builds Brands, Reputations and Profits

By Christian Conrad, Marjorie Ellis Thompson


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Effective sustainability communication can deliver business value. Get it wrong, however, and the reputational damage will be costly. Stakeholders, and the general public as well as activists, are unforgiving of companies whose products, services, business practices or culture fall short of their socially responsible rhetoric. Based on close to one hundred in-depth interviews with leading experts, Christian Conrad and Marjorie Thompson's *The New Brand Spirit* helps corporate communications and marketing professionals tackle this conundrum by providing a first-hand view of eight distinct and relevant stakeholder perspectives. Nineteen comprehensive and well-researched best practice cases from sustainability leaders like IBM, Unilever, Marks & Spencer and Puma will inspire all those tasked with communicating sustainability with practical and applicable tools and lessons learned. The result is a book that will enable senior executives, corporate communication professionals and brand managers to decide when, to whom and how to communicate sustainability related messages - and when not to.

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Editorial Review

Review

There isn't a business person on the planet that isn't concerned about sustainability practices across the stakeholder spectrum. Conrad and Thompson offer not only big strategic insights here but they have also curated the most comprehensive set of case stories I know of. This is important work and will be referenced time and time and time again. --Jonathan Mildenhall, VP Global Advertising Strategy & Creative Excellence, Coca-Cola

The stream of global communications is ever flowing. A current of social responsibility cuts through it, while an undertow of misunderstanding preys on our perceptions. Marjorie EllisThompson and Christian Conrad help pilot us through with clear thinking and inspiring case histories of successful corporate responsibility. --Tim Love, Vice Chairman Omnicom Group and CEO Omnicom Asia Pacific India Middle East Africa

Marjorie EllisThompson pioneered Corporate Social Responsibility twenty years ago when she established a specialist unit within Saatchi & Saatchi. At that time Marketing Directors shied away, disbelieving they could find mutual benefit between their brands and not-for-profit causes. Well those same Marketing Directors can now read the error of their ways in this definitive compendium of success stories. Choose to ignore Conrad and Thompson at your peril. --Marcus Brown, Executive Vice President, Young & Rubicam, EMEA

About the Author

Christian Conrad is Managing Partner of Sustainability Consultancy brands & values, which he co-founded in 2004 and supports clients in developing sustainability strategies, implementing them into the business and communicating them to stakeholders. In a consumer marketing career of more than 10 years, he worked for blue chip brands such as Kellogg's, where he was Marketing Director, and Unilever. He holds a degree in economics from the University of Mannheim, Germany. Marjorie E. Thompson is Managing director of C-3i, a communications consultancy she founded in 2002. She has previously worked for some of Britain's most famous brands including Saatchi and Saatchi, the Commission for Racial Equality, The Royal College of Nursing and The Campaign for Nuclear Disarmament. With Hamish Pringle she is the author of Brand Spirit, a bestselling amazon Business Book of the Year.

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