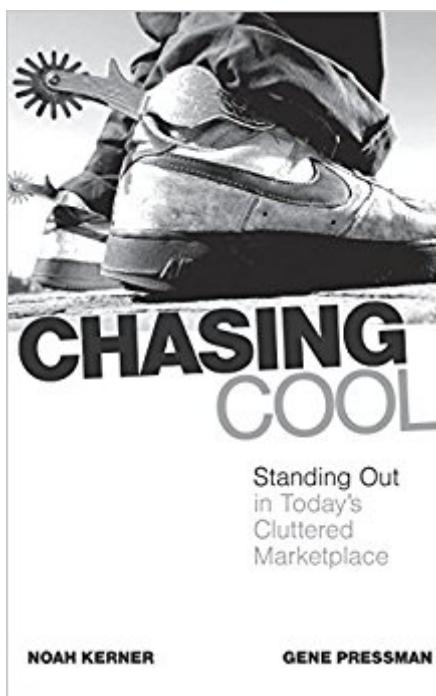The book was found

Chasing Cool: Standing Out In Today's Cluttered Marketplace

Synopsis

Cool isnÃ¢â¬â„¢t just a state of mind, a celebrity fad, or an American obsessionÃ¢â¬â¢itÃ¢â¬â„¢s a business. In boardrooms across America, product managers are examining vodka bottles and candy bars, tissue boxes and hamburgers, wondering how do we make this thing cool? How do we make this gadget into the iPod of our industry? How do we do what Nike did? How do we get what Target got? How do we infuse this product with that very desirable, nearly unattainable it factor? In this wide-ranging exploration the authors Noah Kerner, a celebrated marketing maverick, and Gene Pressman, legendary creative visionary and former co-CEO of Barneys New York, have uncovered surprising and universal patterns and trends. They systematically parse the successes and failures of the last few decadesÃ¢â¬â¢in music and fashion, magazines and food, spirits and hip-hop culture. Their discoveries are pulled together in this definitive book on the commerce of cool. Nike and Target endure as relevant brands not because of a shortsighted and gimmicky campaign. A dash of bling and a viral website donÃ¢â¬â„¢t amass long-term value. Brands are effectively developed when companies take substantial riskÃ¢â¬â¢and face the possibility of real failureÃ¢â¬â¢in order to open up the opportunity for real success. Chasing Cool includes interviews with more than seventy of todayÃ¢â¬â„¢s most respected innovators from Tom Ford and Russell Simmons to Ian Schrager and Christina Aguilera. And through this accomplished assemblage, Pressman and Kerner dig beneath the surface and reveal how emphasizing long-lasting relevance trumps a fleeting preoccupation with whatÃ¢â¬â„¢s hot and whatÃ¢â¬â„¢s not. In a multidimensional, entertaining, and eminently readable book that redefines how to appeal to todayÃ¢â¬â„¢s savvy consumer, Kerner and Pressman explore the lessons to be learned by AmericaÃ¢â¬â„¢s ongoing search for the ever-changing concept of cool. Readers will learn how to apply these lessons to their own businesses and creative projects in order to stand out in todayÃ¢â¬â„¢s cluttered marketplace.

Book Information

Customer Reviews

"Johnny Heller does a professionally 'cool' job." ---AudioFile --This text refers to an out of print or unavailable edition of this title.

Noah Kerner began his music career as a DJ at the age of four-teen spinning in nightclubs across the country, performing as stage DJ for artists like Jennifer Lopez, and appearing on shows such as Today and The Tonight Show with Jay Leno. He is now cofounder and CEO of the marketing agency Noise (noisemarketing.com), which has been featured on 60 Minutes as the company "to go to if you want to influence the choices of that fickle, unpredictable 20-something demographic." Kerner was recently highlighted in Billboard magazine's "Top 30 Under 30" most influential business executives. He is a graduate of Cornell University.Gene Pressman was co-CEO, creative director, and head of merchandising and marketing for Barneys New York for more than twenty-seven years, where he brought high-end brands like Armani, Versace, Prada, and Manolo Blahnik to the United States. Under Pressman's leadership, Barneys New York emerged as the defining force in retailing for upscale men's and women's ready-to-wear, accessories, and home furnishings. Pressman has been featured in such publications as The New York Times and Vogue and has appeared on the cover of New York magazine. He is a graduate of the Newhouse School at Syracuse University.

With authenticity as its battle cry, "Chasing Cool" was a textbook that didn't feel like a textbook. Kerner's narrative took me back to feeling anything is possible when one dreams. Go big: make sure to read this first.

Fun read. It gives you examples from some of the biggest success stories in the business. READ IT NOW!I love the format of this book. I typically can't read business books but this was amazing!

This book is for a class that I have, but it's been a good read. Very practical and applicable to the Public Relations world. And it's not boring.

The delivery and quality of the book were spot on. And the book is good but a little bit cliche.

What's cool today? Great question. What I might think is cool is totally different from what a 30 year old thinks is cool, which is different from a 17 year-old's perspective. Most companies want to have their brands perceived as cool, but if they try too hard, they risk having the "pursuit of cool" backfire on them, and in fact their products become very uncool.The authors, who must be cool because they keep saying so throughout the book, talk about the pursuit of cool, and how products that are currently considered cool, were able to attain this status. Even though I am not mentioned in this book, and therefore must not be cool, I do recommend this as a fast read, and one that will help you better understand the risks of fads, and the risk of wanting your product or service to be seen as hip. I think you might enjoy this book.

The book `Chasing Cool' is about standing out in today's cluttered marketplace. According to the authors, cool isn't just a state of mind--it's a business. In boardrooms across America, product managers are examining vodka bottles and candy bars, tissue boxes and hamburgers, wondering how do we make this thing cool? How do we make this gadget into the iPod of our industry?The authors argue that we should be inspired by cool. Cool things lead to big profits. Apple's iPod, for example, is cool. Remember the Sony Walkman of the 70s? It was cool. But the iPod is cooler. You can carry around with you over 20,000 songs (depending on the model), and have enough room to fit a few music videos and blockbuster movies. iPods are so cool, everyone wants to own one. In fact, the crime rate in New York City increased by 30% because of iPod thefts.Podcasts are the direct result of iPods, and named after them. iPods makes it easy to download podcasts from the internet and listen to them on the go. Apple's iPod opened a whole new way of communication. Even YouTube videos could be transferred to an iPod! The iPod has become the icon of what cool is all about. Companies now ask, "How can we make our product into an iPod?" In other words, what should companies do to make a product as successful as an iPod?Us magazine is another success story. At first, Us magazine was a monthly magazine that was a complete flop. The editors had no idea what the magazine should stand for. Then a new editor was hired, and she turned the magazine around into something cool. She made the magazine a weekly publication, emphasizing the things she likes. In other words, she made a magazine for herself. She was her own customer. Us magazine suddenly rose in stature and sales, and advertisers flocked to it. Stars are just like us, and Us magazine portrays them as such. For example, Us magazine will have pictures of Catherine

Zeta Jones sticking her finger up her nose, and of Britney Spears' dirty fingernails. That made the magazine cool, and the magazine rose to 1.6 million prints in circulation.The iPod was not the first mp3 on the market, nor the first portable music player. The Sony Walkman, back in the 1970s, was the first portable music player; what the iPod is today. But Sony was not able to keep its Sony Walkman cool, and soon lost out to the iPod. Still before the iPod came the Rio. But it was not cool enough and lost out to the iPod. What the authors are trying to say is that being the first to launch a product is not always the best thing. Their advice is not to aim to be first, but rather to aim to excel at what the company does. First is a dangerous place to be. Come second, and make something better. Follow other companies footsteps, but don't aim to be the leader. It is better to follow someone else's footsteps, and learn from their mistakes, than to have others follow your footsteps and eventually become better than you.The iPod has truly become a phenomenon, and the authors keep repeating this and using its success as an example in all their arguments. You can now find built-in connections to your iPod in cars, and even on my Honda Goldwing. U2 and Eminem partnered with the iPod! And hey, you can even buy a Jeans with a built-in iPod! How cool is that?Is your company a slave to today's trends? The authors warn against creating for today. A company should have the vision to create for tomorrow--to seek out what will be cool tomorrow. Hip Hop, for example, has become the iPod of the music world. No one thought Hip Hop will survive. This made the singers more rebellious. Snoop Dog is a perfect example. It is all about giving people what they like; giving them what they think is cool!The authors say that companies can find out what is cool, and therefore what the new trends are, from the internet and especially in chatting rooms. All the clues to the new trends are here today. It is like a puzzle that must be put together.Some companies actually fire their employees if they don't make mistakes. Mistakes mean they are making something new. A company can only thrive in doing new things, as opposed to stagnating on the same old thing. Polaroid is a perfect example. They were not quick enough to realize that the cool thing was digital photography. Though they were the first in instant imaging, digital imaging became the next cool thing in photography. Other companies beat them to it! This demonstrates again that being first is not necessary good.All companies should have trend reports. The US President gets a report everyday on world events. Similarly, companies should receive reports on what the cool trends are. According to the authors, buzz can be bought; consumers can be bought as well. You can spread contiguous info through the internet. To do that, companies hire their own ambassadors to spread a buzz.Where stars go, people follow. For example, restaurants that Paris Hilton frequents are deemed to be hot. Similarly, a brand watch is deemed hot if worn by a star. Stars do sometimes create trends, and companies should keep a watchful eye on them.The authors warn against having

people wait outside a discotheque for the sole reason of creating a show or an artificial demand. People will go inside the discotheque and find it empty, and this will backfire on the discotheque's coolness. The name of the game is to remain cool, and you cannot do that by deception.The authors say that if you want to make luxury make it and shut up. Don't advertise the fact that you are making a luxury. Doing so is like a woman boosting that she is beautiful. Besides, what is luxury? What makes a product a luxurious item? Is it its price?You'll often hear people complaining that music nowadays is not as good as it used to be. The question you should be asking is, `who's asking?' In most likelihood the person complaining is not as young as he used to be. Music is different than it used to be, not better or worse. What was cool yesterday is no longer cool today. Can you see teenagers nowadays listening to Louis Armstrong?There is a good chapter on risk taking vs. risk management. All companies must take risk, but it should be managed risk. If you think about risk, you would never be able to create. You must face risk to succeed. Take big risks but with risk management. You have to reinvent yourself or you will lose market share.Less is better; less is more. Tommy Hilfiger is an excellent example of this. They over expanded, and Tommy's apparel became too abundant, available in every department store. They also over advertized. This made it not cool. Customers lost interest in it. The authors recommend to pull back on the reins. Many companies went out of business by over doing it.I really liked what Christina Aguilera had to say about staying cool. According to her, a singer should not repeat the same style of music over and over again. She also says that being in the public eye means being out of the fans' imagination. She doesn't go to too many parties anymore, for not only does partying keep her in the public arena, but also away from creative work.The authors say that the only way to stay cool is to kill yourself when you are hot. Sounds pretty drastic! They cite James Dean as an example. Their advice: Stage your own death. Don't live long enough to spoil your image. I'm sure by this they mean your product!A person might not be cool, but what he does can be cool. Cool must stick.Cool is to be relevant. Chasing somebody else's cool is a mistake. Christina Aguilera is cool. But having Barbara Streisand dress like Aguilera and sing her songs is not cool!This is a really great book and is very easy and quick to read. I really recommend it. It was fun reading it!

Very quick read and basically boils down to what smart marketers already know. You can't chase "cool". You can be inspired by it and, through evolution, become it, but chasing it always results in being very "uncool" and fake. This theory applies to virtually any product.The insights from the music and fashion industry were well worth the time to read the book.

Chasing Cool: Standing Out in Today's Cluttered Marketplace Totally Cool Creations: Three Books in One; Cool Cars and Trucks, Cool Robots, Cool City Cluttered Lives, Empty Souls: Compulsive Stealing, Spending, and Hoarding How to Be a High School Superstar: A Revolutionary Plan to Get into College by Standing Out (Without Burning Out) The Power of Why: Breaking Out In a Competitive Marketplace The Get it Done Divas Guide to Business: The Definitive Guide to Getting it Done and Standing Out as a Leader and Expert Break These Rules: 35 YA Authors on Speaking Up, Standing Out, and Being Yourself The Crowd: a novel about fitting in and standing out (Volume 1) Getting Noticed: A No-Nonsense Guide to Standing Out and Selling More for Momtrepreneurs Who 'Ain't Got Time for That' When Worlds Collide: Stepping Up and Standing Out in an Anti-God Culture Lean Marketing for Small Law Firms: 100 Free Marketing Strategies for Gen Y Lawyers: Part I: Standing Out in the Crowd Chasing Life: New Discoveries in the Search for Immortality to Help You Age Less Today Organic Agriculture: Protecting Our Food Supply or Chasing Imaginary Risks? (USA Today's Debate: Voices & Perspectives) Cool Doughs, Putties, Slimes, & Goops: Crafting Creative Toys & Amazing Games (Cool Toys & Games) Cool Clay Projects (Cool Crafts) Cool Paper Folding: Creative Activities That Make Math & Science Fun for Kids! (Cool Art with Math & Science) Cool Punch Needle for Kids:: A Fun and Creative Introduction to Fiber Art (Cool Fiber Art) Cool Woodworking Projects: Fun & Creative Workshop Activities (Cool Industrial Arts) Cool Metal Projects: Creative Ways to Upcycle Your Trash into Treasure (Checkerboard How-To Library: Cool Trash to Treasure (Library)) Cool Hip-Hop Music: Create & Appreciate What Makes Music Great! (Cool Music)