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# The Brand Flip: Why Customers Now Run Companies And How To Profit From It (Voices That Matter)



## Synopsis

Best-selling brand expert Marty Neumeier shows you how to make the leap from a company-driven past to the consumer-driven future. You'll learn how to flip your brand from offering products to offering meaning, from value protection to value creation, from cost-based pricing to relationship pricing, from market segments to brand tribes, and from customer satisfaction to customer empowerment. In the 13 years since Neumeier wrote *The Brand Gap*, the influence of social media has proven his core theory: "A brand isn't what you say it is—it's what they say it is." People are no longer consumers or market segments or tiny blips in big data. They don't buy brands. They join brands. They want a vote in what gets produced and how it gets delivered. They're willing to roll up their sleeves and help out—not only by promoting the brand to their friends, but by contributing content, volunteering ideas, and even selling products or services. At the center of the book is the Brand Commitment Matrix, a simple tool for organizing the six primary components of a brand. Your brand community is your tribe. How will you lead it?

## Book Information

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## Customer Reviews

I have read and reviewed all of Marty Neumeier's previously published books and thus was eager to read his latest in which he explains how and why "customers now run companies -- and how to profit from it." We all realize that, in recent years, there has been a major paradigm shift that transferred majority control of the purchase process from seller to buyer. I cannot recall a prior time

when buyers were better informed, less patient, and more demanding than they are now. This is what Neumeier has in mind when observing, "The best customers are no longer consumers or market segments or tiny blips in big data. They're individuals with hopes, dreams, needs, and emotions. They exercise judgment, indulge in whims, express personal views, and write their own life stories. They're proactive, skeptical, and creative. They've reached the top of Maslow's Pyramid, where the goals are autonomy, growth, and fulfillment. They don't 'consume.' HAVING more runs a distant second to BEING more." The implications of this "flip" are numerous and of immense significance. The new caution is "caveat vendit" (seller beware) and while it may be implicit, it is certainly emphatic. To what does the title refer? The aforementioned transition is part of the answer but there are other issues as well. In each of the 18 chapters, Neumeier examines an individual flip -- "an accepted business truth upended by technological change. These individual flips add up to the overall flip." He hastens to add, "Yet this book is not just a description of change, but a prescription for it." If I understand Neumeier on this point (and I may not), marketing must become so customer-centric that a buyer and the given brand are indistinguishable.

• A brand isn't what you say it is, it's what they say it is • - Marty Neumeier

We are yet to see the full fall out, loss in revenue, court cases but more importantly long term brand damage from the Volkswagen emissions fraud. What is certainly clear is that the leaders at the company had lost sight of the new reality in branding. They were of the old belief that short-term profits and revenue and what they determined was right for the brand was the way to build the business. In his latest book, "Brand Flip" Marty Neumeier tells us that this is no longer the case. The book takes many of his earlier thoughts from a book series, especially from *The Brand Gap* and *Zag*, and applies to brands the background of technology and social media that was not around, or at least so prevalent, when those two books were written. Brands can still be highly successful and profitable, so branding continues to be very relevant, but now with social media the future of those brands and the companies connected to them is in the hands of the consumer. What Seth Godin called Tribes and in fact Marty wrote about first in *The Brand Gap*. There are 10 new realities to consider; 1. Power has shifted from companies to consumers. 2. People are not focused on products but meaning. 3. Customers buy products to build their identities. 4. They hate being sold but they love to buy. 5. They buy in tribes to feel safe and successful. 6. The battle is no longer between companies but tribes. 7. The company with the strongest tribe wins. 8. Tribes are connected through technology. 9. Brands need to flow through multiple technologies. 10. The most successful brands are not static but fluid.

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