



Lovemarks: the future beyond brands

Kevin Roberts

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"Ideas move mountains, especially in turbulent times. *Lovemarks* is the product of the fertile-iconoclast mind of Kevin Roberts, CEO Worldwide of *Saatchi & Saatchi*. Roberts argues vociferously, and with a ton of data to support him, that traditional branding practices have become stultified. What's needed are customer Love affairs. Roberts lays out his grand scheme for mystery, magic, sensuality, and the like in his gloriously designed book *Lovemarks*."

—Tom Peters

Tom Peters, one of the most influential business thinkers of all time, described the first edition of *Lovemarks: the future beyond brands* as "brilliant." He also announced it as the "Best Business Book" published in the first five years of this century. Now translated into fourteen languages, with more than 150,000 copies in print, *Lovemarks* is back in a revised edition featuring a new chapter on the peculiarly human experience of shopping.

The new chapter, "Diamonds in the Mine," is an insightful collection of ideas for producers and consumers, for owners of small stores and operators of superstores. So forget making lists! Shopping, says Kevin Roberts, is an emotional event. With this as a starting point, he looks at the history of shopping and how it has changed so dramatically over the last ten years. Using the *Lovemark* elements of Mystery, Sensuality, and Intimacy, Roberts delves into the secrets of success that can be used to create the ultimate shopping experience.

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Dolores Parker:

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