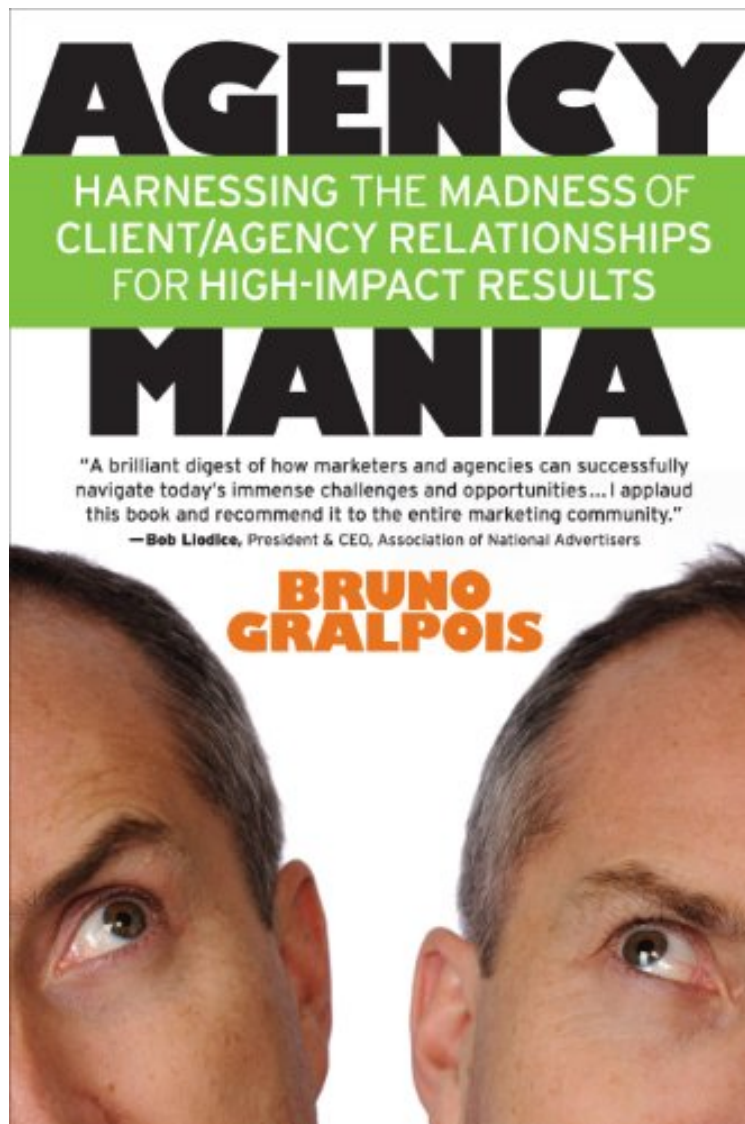


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Agency Mania: Harness The Madness of Client/Agency Relationships for High-Impact Results

Bruno Gralpois

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Bruno Gralpois : Agency Mania: Harness The Madness of Client/Agency Relationships for High-Impact Results before purchasing it in order to gage whether or not it would be worth my time, and all praised Agency Mania: Harness The Madness of Client/Agency Relationships for High-Impact Results:

1 of 1 people found the following review helpful. A terrific read for any marketer, agency account manager, or anyone having to do with forming a better agency/client partnershipBy Matthew D. StikerBruno has done a fantastic job of

distilling what can be a complex and convoluted experience to a manageable set of steps and processes, in a very easy-to-digest form. The lessons here are invaluable, and will provide practical and easily-implementable processes for making either a new relationship OR one that's been around for awhile smoother, more efficient, and more effective. In a class I teach to agencies, I found a couple of the chapters specifically helpful in gaining a collective understanding of the important role agencies play in helping shape, nurture and grow their clients' business. Highly recommend it, in particular for larger agencies/clients. 0 of 0 people found the following review helpful. Agency Mania By Mark Carr A refreshing and uncomplicated analysis of the challenges in managing and increasing the effectiveness of Agency relationships. Bruno draws in ideal case studies and examples which point to the real emphasis and challenges in managing these relationships. I would strongly recommend to anyone who's marketing strategy involves the day to day management of Agency relationships to take a deeper look into his work. Mark Carr 1 of 1 people found the following review helpful. Extremely helpful for a new AE at an advertising agency By jdavis I am brand new to the advertising world, and noticed this book was available. I picked it up so I could learn more before starting my job, and this book was HUGELY helpful. The endless amount of information regarding pitches, contracts, and processes helped me prepare for this new adventure. I recommend this book for anybody who works on either the client or agency side, because it definitely applies to both. I've read other marketing books, and none of them measure up.

Agency Mania was written because billions of dollars in company budgets are invested every year into marketing efforts that strive to deliver engaging consumer experiences and deliver measurable business results. To get most out of their marketing investment, brand advertisers of all sizes must demand more from their advertising and marketing communications agencies, and get the best possible work from these relationships while simultaneously driving the dual agenda of effectiveness and efficiency. Why do some client/agency partnerships thrive while others fail? And how can both parties improve the chances of success? Agency Mania is an indispensable guide in which, Bruno Gralpois reveals the anatomy of a strong partnership with an advertising, media, digital, PR or marketing communications agency that drives results and delivers real value to the client's business. Mr. Gralpois shines a bright light on the insanity of clients and agencies failing to effectively nurture their relations.

Book in AdWeek - "Managing (Agency) Mania" "Fortunately for us, [Bruno Gralpois] steers clear of theoretical quagmires common to marketing books and focuses his analysis on stuff we can all learn from: Client/agency partnerships that actually work. Citing the experiences of giants like Procter Gamble, Walmart and MasterCard, Gralpois (a marketing vet with two decades in the biz) shows how it's possible for megabrands to maintain functional (read: profitable) relationships with their agencies..." - Elena Malykhina From the Author Learn from the largest and most successful companies in the world how to harness the madness and potential of client/agency relationships to drive business growth and successful brands from PG, Campbell Soup, HP, Johnson Johnson, Macy's, Ford Motor Company, ATT, Motorola, Intel, Anheuser Busch InBev, Qwest Communications, Walmart US, Adobe, Best Buy, Burger King, Eli Lilly and Company, MasterCard Worldwide, Starbucks, Microsoft, Bristol-Myers and others. Hear the unique and complementary perspective from Goodby, Silverstein Partners, Vivaki, Heidrick Struggles, MRM Worldwide, Ignition Consulting Group, Browstein Group, Jack Morton Worldwide, In-House Agency Forum, BriefLogic, WiseInsights, Hunt Marketing Group, Anthology Marketing Group and many others. From the Inside Flap "A brilliant digest of how marketers and agencies can successfully navigate today's immense challenges and opportunities... I applaud the book and recommend it to the entire marketing community" - Bob Liodice, President and CEO, Association of National Advertisers. Billions of dollars of company budgets are invested every year into marketing efforts to deliver engaging consumer experiences and measurable business results. To get the most out of their investment, companies of all sizes must demand more from their advertising and marketing communications agencies. Agency Mania is a groundbreaking study of the art and science of the new field of Agency Management. Why do some client/agency partnerships thrive while others fail? Veteran marketing guru Bruno Gralpois reveals the anatomy of a strong partnership to drive results and deliver real value to the client's business. Mr. Gralpois provides readers with an expert guide to recent innovations in marketing and explains how they converge to make greater demands on the client/agency relationship. After painting a daunting picture of the need to contend with the new realities of digital technology, social networks, high speed information, and multiplying channels to communication he demonstrates that an often unwieldy situation is not the way things have to be. Bruno Gralpois is among the most highly esteemed thought-leaders in his field, with years of experience on both the agency and client sides of this equation. He shines a bright light on the insanity of the failure of clients and agencies to work optimally together, or clients failing to manage their agencies as valuable allies for brand-building and growth of their companies. Mr. Gralpois argues that today's complex client/agency relationships are being tested in new ways, forcing greater levels of collaboration necessary for future success. Provocative and eye-opening, Agency Mania draw back the curtain on the vital principles of a strong client/agency partnership. Readers from the C-suite to the front lines learn how to avoid common pitfalls and how to apply proven principles and best practices to turn their agency relationships into powerful competitive assets. While other marketing books are written from the agency's viewpoint, Agency Mania also provides

the client's unique perspective, illuminated by words of wisdom from the world's largest brand advertisers as well as thought-leaders in the agency business. The client and agency viewpoints expressed as a running commentary from Bruno's many colleagues include such industry leaders as Johnson Johnson, Burger King, MasterCard, Ford, Macy's, Intel, Best Buy, Eli Lilly and Wal-Mart Stores. Agency Mania is a book for any size company that seeks to fully capitalize on the value to be realized from the client/agency relationship. It will transform the way you look at client/agency partnerships and the way to deliver outstanding business performance for the years to come. Agencies bring a huge amount of experience and savvy to the table. The organization that can manage them efficiently grants itself an enormous advantage over the one that does not. Agency Mania provides the tools to realize this goal.