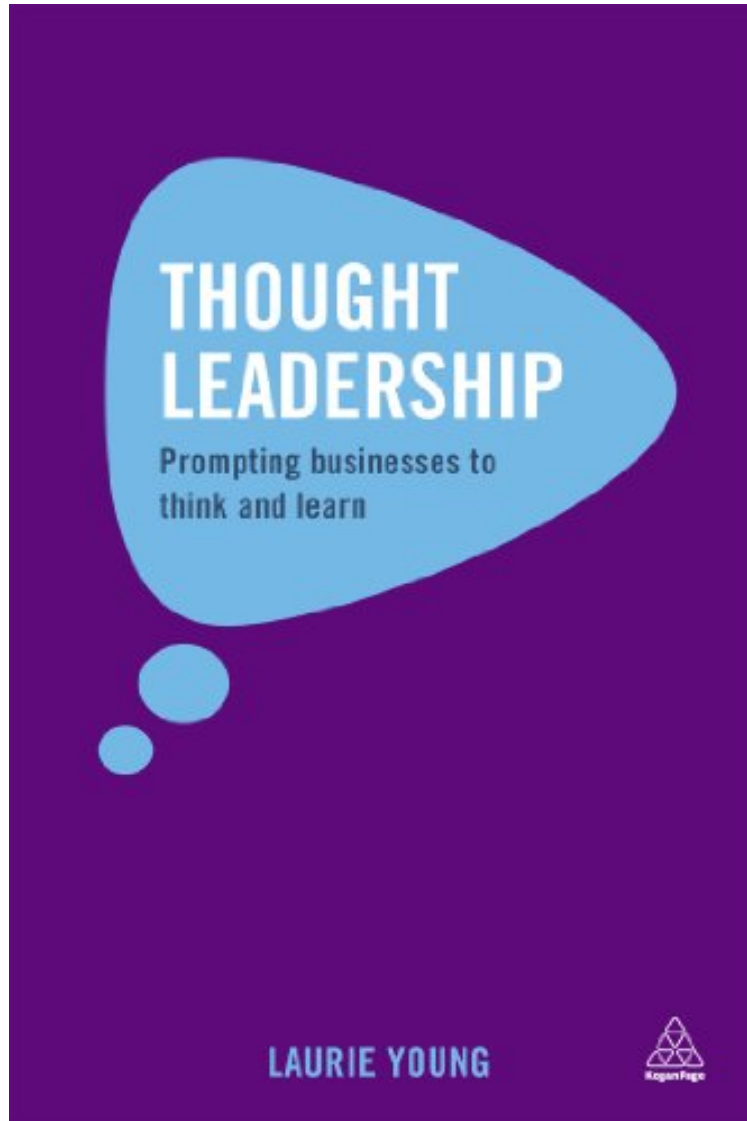


[Free read ebook] Thought Leadership: Prompting Businesses to Think and Learn

Thought Leadership: Prompting Businesses to Think and Learn

Laurie Young

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Laurie Young : Thought Leadership: Prompting Businesses to Think and Learn before purchasing it in order to gauge whether or not it would be worth my time, and all praised Thought Leadership: Prompting Businesses to Think and Learn:

4 of 4 people found the following review helpful. A comprehensive overview of an important marketing technique By John Gibbs Serious people who represent some of the world's most respected businesses make very effective use of thought leadership, which is the deliberate creation of ideas to help businesses succeed, according to Laurie Young in this book. It is something which is increasingly influential on buyer behaviour, and the best purveyors of thought leadership are becoming more organised and sophisticated with their programs. The book outlines a range of attributes

of good thought leadership: * Informative and credible, prompting businesses to learn, investigate and change* Visionary, shaping an idea and providing "foresight"* Authentic, rather than empty hype* Unique, although it can be based on recycled ideas* Insightful, helping people to see things in new ways or solve new problems* Communicating values that resonate with the intended audience* Freely shared

The author claims that very little is written about thought leadership, but a quick search on reveals more than 30 books with "thought leadership" in their titles, with many more on content marketing, which is a closely related concept. Whilst this is the most comprehensive book on thought leadership that I have read, it fails to arrive at a concise definition, and as a result ends up encompassing things ranging from scientific research to innovative advertising, things which are clearly not, according to common understanding of the term, "thought leadership". The Dove Real Beauty advertising campaign, for example, was a highly successful case of creating and communicating ideas, but did not in my opinion constitute "thought leadership" because it did not attempt to establish someone as a recognised authority in a specialised field. Thought leadership is normally regarded as a marketing technique for someone who is a provider of expertise such as a professional service firm, not for a company that sells products. In my opinion, someone who is interested in pursuing a thought leadership strategy will find plenty of interesting material in this book, but would be well advised also to read a good book on content marketing for advice on how to use an integrated social media communication program.

Like most buzzwords, thought leadership is an often misused and misunderstood term. But what is it really? And why do many of the world's leading companies invest serious money and smart people into this mysterious practice, building dedicated business units to create it? It sounds like business jargon, but this ill-defined term captures a key practice that has been used for many years to create success for individuals, charities and vast companies. Drawing on over 30 years of experience engaging with thought leadership, Laurie Young provides an extensive examination of its history, its purpose, its future, and how you can make thought leadership work for you. Packed with ground-breaking case studies from global organisations such as IBM, Deloitte, Allen Overy, Fairtrade, Philips and Unilever; and with over 50 unique interviews with some of the world's acknowledged business leaders, Thought Leadership can help anyone involved in the business decision-making process to gain alignment across their company regarding the challenges they face. Thought Leadership can come from any source in business - unique insight, research, executives, customer engagement, product managers, and expert professionals -. We all have knowledge, experience and a point of view. Laurie Young's accessible look at this fascinating and vital business practice is your first step to making thought leadership work for you and your organisation.

"[S]omeone who is interested in pursuing a thought leadership strategy will find plenty of interesting material in this book." nbsp;