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The New Brand Spirit: How Communicating Sustainability Builds Brands, Reputations and Profits

Christian Conrad, Marjorie Ellis Thompson
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Christian Conrad, Marjorie Ellis Thompson : The New Brand Spirit: How Communicating Sustainability Builds Brands, Reputations and Profits before purchasing it in order to gage whether or not it would be worth my time, and all praised The New Brand Spirit: How Communicating Sustainability Builds Brands, Reputations and Profits:

0 of 0 people found the following review helpful. Looking for a business guide on how to communicate your

sustainability practices? By Bastian P. Here you go! The authors, Christian Conrad and Marjorie Ellis Thompson, provide a broad range of business practices around CSR-communication, or how DuPont puts it: "sustainable growth communication". The term Corporate Social Responsibility (CSR), or simply sustainability, plays more and more an important role in everyday life. All the more it becomes relevant in business. But how to find the best way to communicate one's own practices without being blamed for greenwashing? In nearly 100 interviews the authors tried to find answers to associations with and expectations of sustainability. They wanted the stakeholders to define their roles in the process of CSR. Furthermore, the interviewees were asked for best practices examples, as well as key factors which are indispensable when it comes to successfully promote sustainability. The structure and organisation of the book makes it easy to read, as each chapter stands individually and represents one stakeholder perspective towards CSR communication. Employing a whole range of different ways to present relevant information, makes the book even more accessible and alive. However, don't expect a scientific research paper, as it is not intended to be one. Rather, some ideas why and how sustainability strategies were introduced in a business, seem now and then a bit too pathetic. Nevertheless, this fits to the style and goal of this excellent piece of work. It is a guide for practitioners, for sustainability and marketing managers, who seek to incorporate a holistic CSR and sustainability strategy in their company and want to communicate it. Among the potpourri of different business cases from a variety of economic sectors, you will definitely find one that helps you to build reputation and raise your profits.

Effective sustainability communication can deliver business value. Get it wrong, however, and the reputational damage will be costly. Stakeholders, and the general public as well as activists, are unforgiving of companies whose products, services, business practices or culture fall short of their socially responsible rhetoric. Based on close to one hundred in-depth interviews with leading experts, Christian Conrad and Marjorie Thompson's *The New Brand Spirit* helps corporate communications and marketing professionals tackle this conundrum by providing a first-hand view of eight distinct and relevant stakeholder perspectives. Nineteen comprehensive and well-researched best practice cases from sustainability leaders like IBM, Unilever, Marks Spencer and Puma will inspire all those tasked with communicating sustainability with practical and applicable tools and lessons learned. The result is a book that will enable senior executives, corporate communication professionals and brand managers to decide when, to whom and how to communicate sustainability related messages - and when not to.

There isn't a business person on the planet that isn't concerned about sustainability practices across the stakeholder spectrum. Conrad and Thompson offer not only big strategic insights here but they have also curated the most comprehensive set of case stories I know of. This is important work and will be referenced time and time and time again. --Jonathan Mildenhall, VP Global Advertising Strategy Creative Excellence, Coca-Cola

The stream of global communications is ever flowing. A current of social responsibility cuts through it, while an undertow of misunderstanding preys on our perceptions. Marjorie Ellis Thompson and Christian Conrad help pilot us through with clear thinking and inspiring case histories of successful corporate responsibility. --Tim Love, Vice Chairman Omnicom Group and CEO Omnicom Asia Pacific India Middle East Africa

Marjorie Ellis Thompson pioneered Corporate Social Responsibility twenty years ago when she established a specialist unit within Saatchi Saatchi. At that time Marketing Directors shied away, disbelieving they could find mutual benefit between their brands and not-for-profit causes. Well those same Marketing Directors can now read the error of their ways in this definitive compendium of success stories. Choose to ignore Conrad and Thompson at your peril. --Marcus Brown, Executive Vice President, Young Rubicam, EMEA

About the Author Christian Conrad is Managing Partner of Sustainability Consultancy brands values, which he co-founded in 2004 and supports clients in developing sustainability strategies, implementing them into the business and communicating them to stakeholders. In a consumer marketing career of more than 10 years, he worked for blue chip brands such as Kellogg's, where he was Marketing Director, and Unilever. He holds a degree in economics from the University of Mannheim, Germany. Marjorie E. Thompson is Managing director of C-3i, a communications consultancy she founded in 2002. She has previously worked for some of Britain's most famous brands including Saatchi and Saatchi, the Commission for Racial Equality, The Royal College of Nursing and The Campaign for Nuclear Disarmament. With Hamish Pringle she is the author of *Brand Spirit*, a bestselling Business Book of the Year.