



The Brand Flip: Why customers now run companies and how to profit from it (Voices That Matter)

By Marty Neumeier

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The Brand Flip: Why customers now run companies and how to profit from it (Voices That Matter) By Marty Neumeier

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?

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Editorial Review

Review

“Marty Neumeier does it again: with his finger firmly on the future of branding, he shreds conventional marketing wisdom. Read this book!”

– **NIRAJ DAWAR**, author of **Tilt**, professor at the **Ivey Business School**

“*The Brand Flip* will absolutely be the new bible for branding. It goes immediately onto my list of the top books I’ve ever read.”

– **JOHN SPENCE**, AUTHOR OF **AWESOMELY SIMPLE** AND “TOP 100 BUSINESS THOUGHT LEADER”

“An exhilarating dive into the big new truth: companies don’t make brands, customers do.”

– **ROBERT JONES**, STRATEGIST AT **WOLFF OLINS** AND PROFESSOR AT **UNIVERSITY OF EAST ANGLIA**

“Timeless marketing wisdom applied to a tricky future.”

– **ROGER MARTIN**, MANAGEMENT THINKER, AUTHOR OF **THE DESIGN OF BUSINESS**

“Marty Neumeier is a master storyteller, making this powerful book as enjoyable to read as it is illuminating. The psychology of consumers has fundamentally changed over the last decade. Marty takes the 'daunting' out of the daunting task of adapting to this change.”

– **KIT YARROW, PH.D**, CONSUMER PSYCHOLOGIST AND AUTHOR OF **DECODING THE CONSUMER MIND**

Insight! Marty Neumeier brings incisive clarity to that disorienting encounter between real people, societal change, and business strategy. Just flip!

– **RIC GREFÉ**, EXECUTIVE DIRECTOR OF **AIGA**, THE PROFESSIONAL ASSOCIATION FOR DESIGN

“Marty Neumeier brilliantly groks how changes in the ‘human capital’ of customers can transform the brand equity of products and services. **THE BRAND FLIP** is the investment manual for marketers who want to make that human capital even more valuable.”

– **MICHAEL SCHRAGE**, AUTHOR OF **WHO DO YOU WANT YOUR CUSTOMERS TO BECOME?**

“Get smart: Read **THE BRAND FLIP** and learn a) why customers want to take over your brand, and b) how to help them do it.”

– **GREG PETROFF**, CHIEF EXPERIENCE OFFICER AT **GE**

About the Author

Marty Neumeier is an author, designer, and business adviser. His previous “whiteboard” books includes *The Brand Gap*, widely considered the foundation of modern brand-building; *ZAG*, named one of the “top hundred business books of all time” for its insights into brand strategy; *The Designful Company*, a

guide to building a culture of nonstop innovation; and *The 46 Rules of Genius*, which lays out a universal map to innovation mastery.

In 1996, Neumeier founded *Critique* magazine, the first journal about design thinking. He has worked closely with innovative companies such as Apple, Netscape, Sun Microsystems, Adobe, Google, and Twitter to help advance their brands and cultures.

Today he serves as Director of Transformation for Liquid Agency in Silicon Valley, and travels extensively as a workshop leader and speaker on the topics of innovation, brand, and design.

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