

PRESS RELEASE



ONE – A Consumer Revolution for Business

Author: Stefan Engeseth

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Who will be the first against the wall when the consumer revolution comes?

Brands and the business world are today's aristocracy. As the world becomes ever more digital and transparent, consumers have started to rise up and demand a say in the market they've helped to create. Stefan Engeseth's new book explores how companies can avoid the business end of the guillotine and the fate suffered by Enron, WorldCom, Shell, and Exxon. By working with instead of against consumer power companies and consumers can both profit from the rising consumer revolution, by working as ONE.

Who's next? Microsoft, Nike, McDonalds?

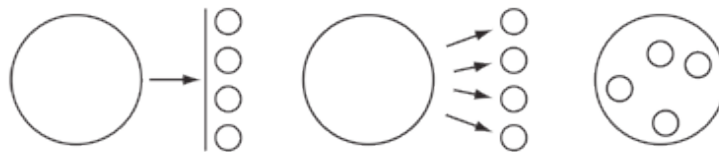
Most of the corporate world is under the mistaken assumption that the only thing the consumer can contribute to their companies is money. But in a time of ad-skipping, blogs, hate websites and consumer activism, they can no longer afford to stay aloof. For companies to succeed in the future, according to Engeseth, they will have to let the consumer into the company. They will have to "become ONE with their customers".

When did you last meet a CEO with a company tattoo?

Stefan Engeseth, one of Europe's most creative business thinkers, combines solid research with outrageous business metaphors. When Engeseth asks the CEO for a major corporation why he doesn't have a company tattoo, he's doing more than getting a laugh, he's making a point – if the fans of a brand can wear a logo tattoo, shouldn't business be tuned into this potential? The gap between consumers and corporations, says Engeseth, is as wide as the Grand Canyon, full of missed opportunities just waiting to be converted into big business.

A.G. Lafley, CEO of Procter & Gamble has said: *"It's a consumer revolution – a demanding but liberating shift. The rise of this powerful consumer boss marks one of the most important milestones in the history of branding."*

ONE is a catalogue of provocative challenges and unconventional suggestions for bringing customers closer to the company. And closer means more profitable – one-night stands are costly affairs. As conventional marketing and advertising become less effective, success is moving to a whole new playing field.



Mass communication

One-to-One

ONE

Marketing has developed from mass communication in the first figure, where the same message is broadcast to everyone, to one-to-one communication, where every relationship is unique. The final step is to become ONE with the market and the customer. "Think about it," writes Engeseth, "when did you last see an ad for Google?"

Apple said no to the iPod

The iPod was a suggestion that came not from R&D, but from outside of Apple by Tony Fadell. It was only through his super-human perseverance that Apple reluctantly decided to give it a try. Today, the iPod accounts for 49% of the company's sales. Why not take in more ideas from outside, say about ten a day! This is just one of many historical and hypothetical cases examined in ONE.

"In our new world economy we will soon see the difference between new world super-brands such as Amazon, Napster, eBay and IKEA and old world anti-brands such as Microsoft, Nike and McDonalds.

“It is the ONE that is most adaptable to change... that will survive” said Charles Darwin
“Companies need to listen and learn – or they will disappear,” says Stefan Engeseth.

Advance praise for ONE:

“If corporations don’t open the door to consumer power voluntarily, they’ll soon be forced to. ONE is about keeping up with changing times.”

Dame Anita Roddick, Founder of The Body Shop

“Everybody talks about being customer-oriented, but Stefan Engeseth has taken the concept to a much higher level. ONE is the ultimate consumer book.”

Al Ries, author of The 22 Immutable Laws of Marketing: The Origin of Brands

“If you buy one business book this year, buy ONE.”

Stephen Brown, Professor of Marketing Research, University of Ulster



About the author

Based in Stockholm, Sweden, Stefan Engeseth is an inspirational speaker and consultant who has worked with both small and Fortune 500 companies from New York, Dubai and Singapore to London, Mumbai and Helsinki. Known for being outspoken, insightful and controversial, his work is based on the need for vision and creativity in today’s fiercely competitive business. The question is how far you are prepared to go. Putting his body where his mouth is, Stefan Engeseth recently lectured on FlyNordic’s Stockholm-to-Oslo flight at 30,000 feet. Engeseth’s message to these business travelers was characteristically straightforward: **Stop hunting your customers, start to involve them!**

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For press copy, further information and interview

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