



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

*By Christian Conrad, Marjorie Ellis Thompson*

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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.

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### **Editorial Review**

#### **Review**

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 EllisThompson 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 EllisThompson 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 amazon Business Book of the Year.

### **Users Review**

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#### **Fabiola Stewart:**

In this 21st centuries, people become competitive in each and every way. By being competitive at this point, people have do something to make them survives, being in the middle of typically the crowded place and notice by simply surrounding. One thing that occasionally many people have underestimated the idea for a while is reading. Yeah, by reading a book your ability to survive raise then having chance to remain than other is high. For you personally who want to start reading any book, we give you this The New Brand Spirit: How Communicating Sustainability Builds Brands, Reputations and Profits book as nice and daily reading book. Why, because this book is more than just a book.

**Virginia Higgins:**

Reading a book tends to be new life style with this era globalization. With looking at you can get a lot of information that may give you benefit in your life. Along with book everyone in this world can certainly share their idea. Books can also inspire a lot of people. Lots of author can inspire all their reader with their story or their experience. Not only the story that share in the publications. But also they write about advantage about something that you need example. How to get the good score toefl, or how to teach your sons or daughters, there are many kinds of book that you can get now. The authors on this planet always try to improve their skill in writing, they also doing some study before they write to the book. One of them is this The New Brand Spirit: How Communicating Sustainability Builds Brands, Reputations and Profits.

**Donna Solano:**

Reading can called imagination hangout, why? Because while you are reading a book particularly book entitled The New Brand Spirit: How Communicating Sustainability Builds Brands, Reputations and Profits the mind will drift away trough every dimension, wandering in each and every aspect that maybe not known for but surely might be your mind friends. Imaging just about every word written in a publication then become one application form conclusion and explanation that will maybe you never get before. The The New Brand Spirit: How Communicating Sustainability Builds Brands, Reputations and Profits giving you another experience more than blown away your mind but also giving you useful details for your better life on this era. So now let us explain to you the relaxing pattern at this point is your body and mind will probably be pleased when you are finished examining it, like winning a game. Do you want to try this extraordinary wasting spare time activity?

**John Hicks:**

Many people said that they feel bored stiff when they reading a reserve. They are directly felt this when they get a half portions of the book. You can choose the particular book The New Brand Spirit: How Communicating Sustainability Builds Brands, Reputations and Profits to make your own reading is interesting. Your skill of reading proficiency is developing when you like reading. Try to choose basic book to make you enjoy to see it and mingle the idea about book and looking at especially. It is to be initially opinion for you to like to open a book and read it. Beside that the guide The New Brand Spirit: How Communicating Sustainability Builds Brands, Reputations and Profits can to be your friend when you're sense alone and confuse using what must you're doing of the time.

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