

## Free Range Brands



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### ***Reviews***

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**(Dr. Marcos Grimes III)**

## FREE RANGE BRANDS

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Stone Road Publishing. Hardcover. Condition: New. 176 pages. The business landscape that was once dominated by the giants has been upended. The innovative, no-name brands that were once too small to be any real threat are now on shelves typically occupied only by brands with big advertising budgets. These challenger brands are gaining traction and igniting a following faster than the old-school brands can validate a self-identity. The brand leaders who still spend their days focused on epic annual plans, strategizing, analyzing, re-planning, and endlessly testing are in serious danger of becoming irrelevant. According to global brand strategist Nicole Ertas, what we're seeing is the rise of the Free Range Brand. These are the brands that thrive in unpredictability and understand modern consumers and their needs--the need for self-expression, for influence, for relevancy, and for truth. In *FREE RANGE BRANDS*, Ertas explains how the revolution happened and describes the qualities and behaviors that constitute a Free Range Brand. She introduces the four new types of consumers that are remaking or breaking businesses today and reveals what it takes to make a lasting impact on them. Packed with fascinating case studies and illuminating insights, the book is a must-read for marketers and business leaders. Ertas says, "The surprising truth is that modern technology didn't change us - it enabled us. For the last 50 years, marketers dished it out. Consumers didn't have the data or the facts. Trust was the alchemy that held the whole system together. The seeds of mistrust started to sprout with the Boomers, who broke from their parents' generation. They used their megaphones, marches, and posters to demand answers and changes on big issues that made the news and got attention. They grew up to pass their values of being change agents and influencers on to..."

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