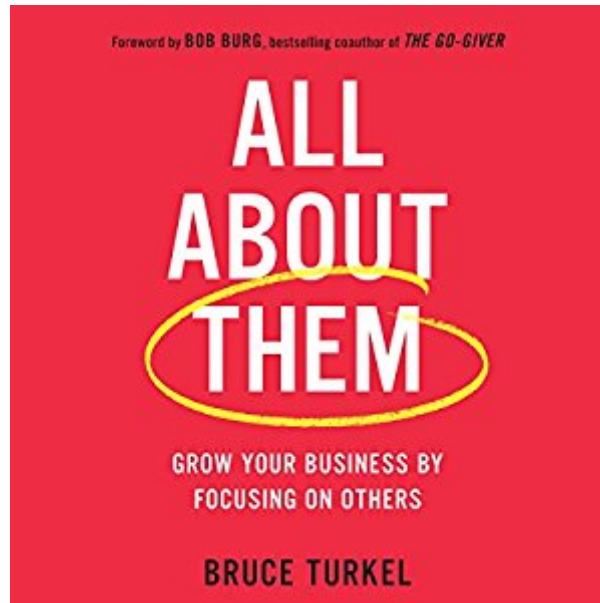


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# All About Them: Grow Your Business By Focusing On Others



## Synopsis

The best companies and most successful salespeople live by a three-word mantra - "it's all about them" - because when they relentlessly focus their brand on their customers instead of themselves, their businesses flourish. All About Them shows listeners how to use this simple but extremely powerful influencing technique. Bruce Turkel, who has advised some of the world's greatest companies, including American Express and Bacardi, lays the groundwork by relating his personal journey of discovery to the "All About Them" principle. He goes on to explore our technology-driven, hyper-connected culture; the power of storytelling (and story-selling); brand authenticity and transparency; and more.

## Book Information

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## Customer Reviews

It's not uncommon to hear business people and investors talk about brand value. It's rare to find someone who understands and can clearly explain just how that value is created. This book tells you what a brand really is, and why creating a strong brand is crucial to building a successful business. What's more, Turkel explains how to figure out your own unique and authentic brand for your business and for yourself. All About Them delivers serious conceptual content and actionable methodologies in a simple, entertaining, and funny voice that is a pleasure to read.

I'm with Bruce. If you'll make it a habit to genuinely focus on what others want and value, you'll earn their trust and respect. This book is an antidote to the typically narcissistic, anxious approach to branding. It's a refreshing bottle of water in a world that's dying of thirst for people who

actually walk the talk on how to engage. If you've ever met Bruce, you'll be happy to know that his true voice comes through on these pages. He combines his talent for storytelling with an uncanny ability to help you simplify to amplify in a noisy world.

I read business books because I feel like I have to in order to keep up with trends, not always because I want to. But Bruce Turkel uses such great stories that I actually found myself looking forward to turning the pages. The only biz books that have done that to me before were Tipping Point and Outliers by Malcolm Gladwell. We finally have another business thinker who writes beautifully. I was inspired to buy copies for all the account managers that work with me. Thank you Bruce!

With ALL ABOUT THEM, Bruce Turkel has written the marketing and branding book for our times. Of course, every first-year marketing rookie knows that effective brand communication focuses on customer needs and desires, that you have to sell tangible benefits (rather than features), that at the end of the day, all consumers really care about are themselves. The problem is, almost nobody really understands and applies this concept effectively. In ALL ABOUT THEM, Turkel not only clearly explains this customer-centric concept in understandable, real-life, practical terms (with numerous interesting, and even entertaining examples) - he also explains WHY making your brand/business/product/service/etc. "all about them" is so critical to success - today, more than ever before. Because in today's technology- and social-driven marketplace, consumers hold all the cards, even before you start playing the game. But most important of all, Turkel tells you exactly HOW to do it - what specifically you need to do, say, promise, and deliver if you expect to have even a shot at capturing the hearts, minds and dollars of today's consumers. Reading ALL ABOUT THEM has already changed my business. I expect it will change yours, too.

Creating great retail experiences, and advising companies on how to do that with their products, has always been my forte since leaving Macys as the President of the Florida/Puerto Rico Division. Bruce Turkel's newest book, All About Them, showcases both tried and true methods of enhancing consumer experiences and lays out brand new ways to do it too. Plus, he takes very complicated marketing practices and explains them in simple layman's terms that make them very easy for everyone to understand and implement in their own businesses. I'm going to order a big stack of Bruce's books and share them with all my clients and people I really want to help.

Bruce Turkel has a unique ability - he translate fascinating stories (or a mini case study of a marketing campaign) into actionable learning. In "All About Them" Bruce shares the most interesting accounts of well-known pop culture happenings, deciphers how we are influenced by these events, and turns the learning into strategies that you can use immediately to build your personal brand, or to manage your company brand.

All About Them is an idea I feel I intuitively understand and naturally implement, so I wondered what this book would reveal. Turns out it was really insightful, interesting and fun to read. It is a treasure trove of up to date branding stories seen through the All About Them lense. It got me thinking about my personal brand and my clients. In addition to great stories, there are tangible, everyday ideas I can implement right away and I am confident will result in new opportunities.

*\*All About Them\** may be the most important book on business you will read this year, but it is also a manifesto on how to live your life in the most sensible, content, and fulfilled way. *\*All About Them\** is not just good business; it is a blueprint for moving forward in all aspects of that which matters most. The author not only gives invaluable advice regarding how to increase the reach of your brand, but he also knows how to bring--for want of a better phrase--insight, decency, and purpose--to your choices outside the office. *\*All About Them\** may help you earn an extra million dollars this year. Believe it or not, increased income may be the least important lesson offered by this extraordinary read.

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