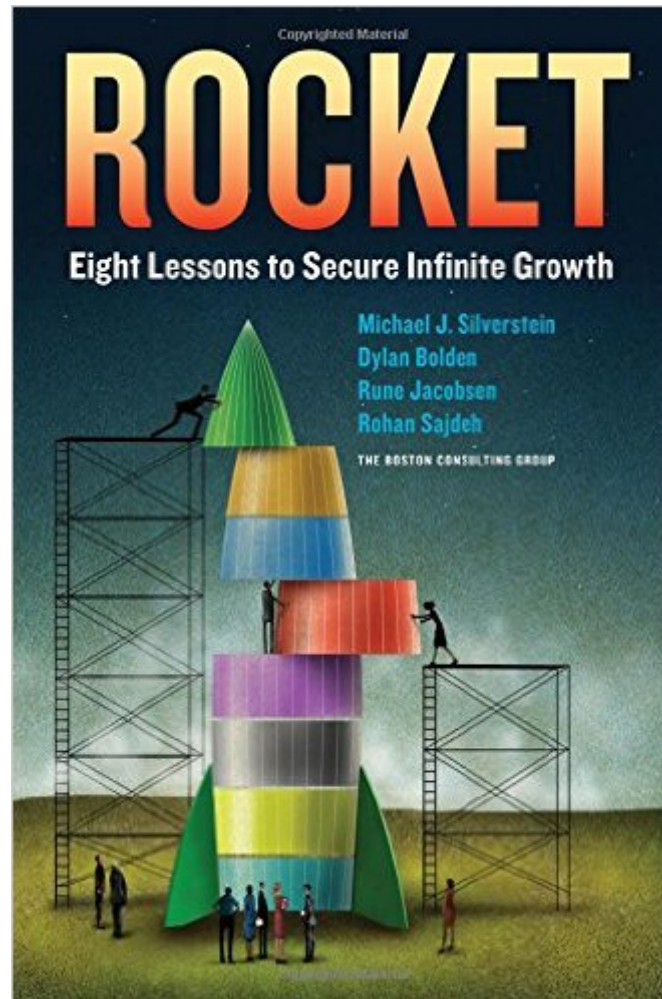


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# Rocket: Eight Lessons To Secure Infinite Growth



## Synopsis

Rocket tells the story of how sixteen remarkable business leaders created great brands. Leslie Wexner tells you how he turned a two-store chain into a \$6.5 billion worldwide brand called Victoria Secret, and Howard Schultz shares how he took his passion for a little coffee shop in Seattle and grew it into a 22,000-store chain, just to name two. Every story is connected to a lesson, and by the end, you'll have what you need to turn your best customers into apostles, cravers, and brand ambassadors. A must-have guide for everyone who wants to grow their business faster than a competitor, this authentic, vibrant, and engaging book brings you the latest practical techniques for knowing your customers' desires and behaviors in order to deliver intimately rewarding experiences every time they shop—including knowing what they need before they do. Included is a self critique to identify where you are currently before you transform your career and company by mastering how to:

- Create a demand-space map and predict how big a share of a demand space you can win with the proper mix of emotional and functional benefits satisfying the attributes of that space
- Determine a strategic direction for where to place investment bets, identify which brands are best suited to win, and which are most responsive to investment
- Deliver all the core benefits of a particular demand space in your product—from packaging, shelving, pricing, and promotion to message development, store operations, delivery, and employee engagement
- Maintain a long-term vision to continuously quantify and modify for ongoing improvement, while using your successes to convert more champions along the way

With Rocket, you can rise into a cycle of renewal, energy, and power that can launch startups to phenomenal success and turn around the fate of multinational corporations.

## Book Information

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## Customer Reviews

This is a funny book. It's about how to increase market share, using very-brief, case-studies of large corporations, and deriving 8 growth precepts. About 80% of content feels like these case studies are authors' customers or prospective customers, and authors are overly effusive with praise. I've read about 140 pages, skimmed remainder, and learned little. The 8 precepts are business ideas the reader likely already read before: "in summary, Innovate, Build Customer Advocates, Welcome Customers' Criticisms, Aesthetic Appearances Matter, Transform Employees, Ramp Up Relationships, Take Giant Leaps, and Handle Schisms in Relationships. Guess you already knew about these precepts too? One can simply read these precepts' explanations (which constitute 5% of the book), and understand 85% of the book. The 140 pages I read has ZERO teaching on how Time Limitations affect creating branding experiences, and it is these time limitations that is challenging to accomplish branding effects for not-wealthy companies. Can a reader really benefit from learning in the mini-case studies, which constitute 80% of this book? First consider authors' biased interpretation of what the entrepreneur did. Then, consider, that the entrepreneur's temperament, thought processes, and circumstances are likely very different from the reader's. For example, Armand Hammer of Occidental Oil had an effusively praise biography book. His ex-public relations agent then wrote "Dr. Hammer and Mr. Hyde, the Dark Side of Power: the Real Armand Hammer." Rocket feels like the first, unrealistic biography case studies. Book's first case study is of Lee Wexner of Victoria Secret, and its precept is-- "Don't Ask Your Customers What They Want (Because They Don't Know Till You Show Them)".

I think this book's subtitle is a tad overcooked (promising "infinite growth") but the eight lessons are eminently sound, based on the Boston Consulting Group's decades of real-world experience with hundreds of organizations. The abundance of information, insights, and counsel provided is "dedicated to the proposition that mere mortals can create immortality. You can build a brand that lasts forever. You can grow faster than your rivals. To do this, however, you need to understand the theory that a very few people -- the very few focused consumers -- create most of the value in any business." They are the "fuel" on which the "propulsion" of any organization depends. Years ago, Jackie Huba and Ben McConnell co-authored a book in which

they explain how to create what they characterize as “customer evangelists. This is what Michael Silverstein, Dylan Bolden, Rune Jacobsen, and Rohan Sajdeh have in mind when observing that if you have loyal customers, “and you turn them into your apostles, they will spread the word about you, and they will, propel you to growth.” That, in essence, is the physics of commercial growth. The equation is “2/20/80: 2 percent of your customers directly contribute 20 percent of your sales and drive 80 percent of the total volume by their recommendations.” These are among the several dozen passages of greatest interest and value to me, also listed to suggest the scope of the book’s coverage:

- o The Interview: How Howard Schultz Applies the Eight Branding Rules at Starbucks (Pages xiv-xvii)
- o Eight Branding Rules (xxi-xxv)
- o Schismogenesis: Why Brands Fail (xxix-xxxii)

Note: From Gregory Bateson: “progressive differentiation through culture contact.

Who doesn’t want massive growth at their business, except of course your competitors! This is an interesting, actionable and charming book that tells how many businesses developed and grew into great monster companies. The takeaway for the reader is hopefully some advice and guidance to help transform their own companies, as well as a great general read. This is more than just yet another corporate history/look at this success-type of book. You get that, of course, too but it is topped and tailed by an authoritative yet concise series of “how-to” lessons. Even if you don’t think that your business has the potential to be the next “Victoria’s Secrets, maybe it would benefit from a bit of an under-the-hood service in any case? You can contrast your own ways of working to that of proven successful enterprises. Even a modest change could be worthwhile. You are getting a fair bit of advice from the principal author, who works as senior partner and managing director of Boston Consulting Group’s consumer practice “ so even an hour of his time would cost a lot, lot more than this book. Seize the opportunity with both hands! Central to the author’s message is the value of your customer; with a loyal customer on your side you can seek to turn them into your apostles so they will hopefully spread the word about you, and this can propel you to growth. You know the story about how one unhappy customer will tell a lot more people than a happy customer about their experience, so you need to really maximise and focus on the goodwill a really happy, active, customer can generate and positively encourage them to share the good word.

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