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"INDONESIA di awal abad 21: 180 juta ponsel di saku penduduknya, 50% di antaranya smart phone yang layak berinternet. Narsis tetapi nasionalis, yang jauh menjadi dekat--sementara yang dekat menjadi jauh, asyik sibuk sendiri, alay, multi tasking dan real time. Mereka adalah penopang ekonomi negara yang pada akhir tahun 2010 mencatatkan income/capita US\$3.000. Inilah penduduk yang rakus mengkonsumsi apa saja, dari sepeda motor sampai voucher telepon dan makan seminggu sekali bersama keluarga di luar rumah. Ditambah dengan kegiatan freemium. Produk premium-free of charge seperti Google, Yahoo!, Facebook, Wikipedia, Detik.com, Kompas Online, Kaskus dan sebagainya. Persaingan berubah. Puluhan cracker muncul memperbaharui bukan semata organisasi atau perusahaannya, melainkan industrinya. Membuat banyak orang kaget dan melawan. Langkahnya radikal, serangan baliknya juga radikal. Mereka menari dan berpesta di kebun-kebun Anda, tetangga yang baik hati tetapi pencuri. Inilah buku perubahan yang dicari banyak orang untuk memperbaharui diri. Sebuah hasil kajian yang membukakan mata Anda dan membuat Anda ingin segera bertindak."

A real-world introduction to advertising design and art direction, updated and revised for today's industry The newly revised Fourth Edition of Advertising by Design: Generating and Designing Creative Ideas Across Media delivers an invigorating and cutting-edge take on concept generation, art direction, design, and media channels for advertising. The book offers principles, theories, step-by-step instructions, and advice from esteemed experts to guide you through the fundamentals of advertising design and the creative process. With a fresh focus on building a coherent brand campaign through storytelling across all media channels, Advertising by Design shows you how to conceive ideas based on strategy, build brands with compelling advertising, and encourage social media participation. You'll also get insights from guest essays and interviews with world-leading creatives in the advertising industry. The book is filled with practical case studies that show real-world applications. You ' ll also benefit from coverage of A quick start guide to advertising A thorough introduction to what advertising is, including its purpose, categories, forms, media channels, social media listening, and its creators Creative thinking strategies and how to generate ideas based on creative briefs Utilizing brand archetypes and creating unique branded content Composition by design, including the parts of an ad, the relationship between images and copy, basic design principles, and points of view How to build a brand narrative in the digital age Copywriting how-to's for art directors and designers Experiential advertising An examination of mobile and desktop website design, motion, digital branding, and social media design Perfect for students and instructors of advertising design, art direction, graphic design, communication design, and copywriting, Advertising by Design also will earn a place in the libraries of business owners, executives, managers, and employees whose work requires them to understand and execute on branding initiatives, advertising campaigns, and other customer-facing content.

Beginning with the basic premise that public relations can best be understood as a specialized type of communication, the contributors to this volume establish public relations as a vital and viable realm for communication research and theory development. Through the application of communication theories, they attempt to explain and predict public relations practices and then use these practices to develop communication theories. Their discussions fall into three distinct categories: metatheory, theory, and examples of applications of theories. An ideal volume for professionals and students in communication, journalism, and related fields.

Ke mana muara dari inovasi disruptif yang berpotensi menghancurkan itu? Pertanyaan itulah yang akhir-akhir ini terus menghantui para pelaku ekonomi dan bisnis. Kita paham, gelombang diskontinuitas belum berakhir, tetapi justru dalam atmosfer yang demikian, satu per satu satu wirausaha baru tampil mendominasi dengan platform baru. Ya, kita adalah saksi peralihan raksasa yang saat ini sedang terjadi: dari perusahaan menjadi platform, dari peradaban industri ke peradaban digital. Tentu saja, peralihan ini bukan hanya soal bisnis dan ekonomi, tetapi juga seluruh cara kita hidup. Buku ini akan menunjukkan tiga gagasan fundamental dalam gelombang peralihan besar: PLATFORM, PERUBAHAN PERILAKU KEHIDUPAN, dan PENGARUHNYA PADA BISNIS DAN EKONOMI. The Great Shifting hanya dapat dipahami oleh mereka yang berpandangan terbuka dan terbiasa beradaptasi dengan perubahan, dan tentu akan ditentang oleh mereka yang terbelenggu dalam kebesaran masa lalu. Keep yourself relevant. Keberhasilan tak pernah bersifat final dan kehidupan tak berhenti sampai di sana.

"Bagaimana sebuah perusahaan keluarga mampu bertahan dan berkembang selama lebih seabad? Menunjuk siapa penerus usaha menjadi pe-er harian perusahaan keluarga. Konflik yang terjadi lebih banyak dikarenakan perasaan berhak akibat hubungan darah para pelakunya. Maka tidak aneh, kalau perusahaan keluarga bisa tutup setelah generasi ketiga, sudah terlalu banyak campur tangan emosi di dalamnya. Buku ini memang memberi contoh tentang sebuah perusahaan keluarga yang telah melampaui 1 abad. Ada di Indonesia, menjual produk makanan yang masih dipertahankan sampai hari ini di tahun ke 130-nya. Tetapi buku ini bukan profil bisnis, yang menceritakan kesuksesan perusahaan. Buku ini tentang nilai luhur, tentang urusan manusia. Maka, lihatlah dari sudut pandang ini, sudut pandang yang akan membawa kita kepada hidup yang sesungguhnya. Sudut pandang yang membawa jawaban pertanyaan ""Mengapa kita ada di dunia pada waktu ini".

"Apa hubungan antara Susan Boyle (Britain s Got Talent), artis-artis cilik Small Wonders, atlet-atlet cilik China, sepakbola Brasil, cara yang ditempuh Blue Bird untuk membirukan Jakarta, dan WIKA yang memerahputihkan Aljazair? Dengan memobilisasi myelin, Anda bisa menumbuhkan intangibles perusahaan menjadi kekuatan perubahan yang amat dahsyat. Buku ini memperkenalkan myelin atau muscle memory yang membuka mata kita bahwa manusia tidak cukup berinvestasi pada otaknya saja, tetapi juga ototnya (muscle) agar ia berorientasi pada tindakan, membentuk budaya disiplin, dan membangun intrapreneuring, tata nilai, serta kinerja. Brain memory dapat diibaratkan kereta Jabodetabek yang hanya mengandalkan sebuah lokomotif di kepalanya. Myelin merupakan rahasia di balik perkembangan talenta manusia dan kesuksesan dunia usaha yang melesat bak kereta api Shinkansen. Dengan Myelin, seluruh kekuatan dihidupkan agar perubahan bukan sekadar angan-angan. Orang berpikir sebuah usaha bisa menjadi besar karena modal. Kami berpikir sebaliknya: Myelin. Itulah yang membuat kami berkembang di tengah perubahan. Buku ini membantu Anda membangun kekuatan baru. Agung Adiprasetyo, CEO Kompas Pikiran eksekutif sering kacau ketika mengejar pertumbuhan dan ia terperangkap dalam tangible assets. Padahal, hasil besar hanya bisa dicapai melalui mobilisasi intangibles. Inilah rahasianya. Emirsyah Satar, CEO Garuda Indonesia Buku yang mengubah pandangan tentang hasil yang kita capai. Anda tidak akan berhenti membacanya hingga kalimat terakhir. Philip Purnama, Country Director Indonesia Spinnaker Capital Banyak orang bertanya bagaimana WIKA berubah dari instalatur listrik menjadi integrated value creator dalam bidang energi dan infrastruktur. Di buku ini, Anda akan menemukan jawabannya. Bintang Perbowo, CEO WIKA"

Inspiring communication can make the difference between poor performance and exceptional results. This is why CEOs and HR professionals now believe that the ability to understand, motivate and inspire others is the characteristic that is most important when recruiting senior leaders. Many leaders wrongly perceive they have to become inspired orators if they are to inspire others. Wrong. Language is a system of communication, so the issue is: what system should leaders use to inspire brilliant results? This is the question Kevin Murray answers in The Language of Leaders. Based on original interviews with an extraordinary list of more than 70 top leaders from a wide range of business and public sector organizations, this book provides a unique insight into how these leaders have responded to the demands of a transparent world. It reports on what they have learned and creates a lexicon for successful communication. The message from these leaders is resoundingly clear - communication is now one of the most crucial skills of leadership. Filled with actionable lessons and insights from leaders of high-profile organizations, The Language of Leaders is an invaluable book for anybody in a leadership position, or who aspires to lead.

"Krisis selalu membuat Anda kecut, seperti virus yang mewabah. Ia terutama menyerang mereka yang daya tahan tubuhnya (dan mentalnya) lemah. Masalahnya, mendengar kata krisis saja, daya tahan Anda mulai loyo. Ia melemahkan spirit dan mendorong terjadinya depresi. Pengalamannya dalam membentengi perusahaan-perusahaan nasional dari berbagai krisis menunjukkan pentingnya therapy untuk memanfaatkan krisis dalam membangun kejayaan baru. Buku ini merupakan sharing pengalaman, pengetahuan, dan teknik-teknik marketing therapy yang layak dan bisa Anda terapkan di mana pun Anda berkarya. Berlatihlah melawan krisis, dan rasakan manfaatnya. Yang perlu Anda takuti bukanlah krisis keuangan global itu sendiri, melainkan pikiran-pikiran yang mempercayai krisis itu akan menimpa Anda dan membuat pasukan pemasaran dan konsumen Anda lemah."

"Elang pernah jualan minyak goreng ke warung-warung atau donat ke sekolah-sekolah dasar di Bogor. Namun sekarang sayapnya sudah membawanya terbang tinggi menjadi pengusaha properti yang membidik rumah sederhana. Henky Eko pernah gagal puluhan kali sebelum menjadi pemilik waralaba Bakso Malang. Denni Delyandri sempat dikasihani seniorinya gara-gara jualan kue. Namun warga Batam pantas berterima kasih padanya karena sekarang Batam punya oleh-oleh kas: Kek Pisang Villa dengan omzet Rp800 juta per bulan. Kalo Anda ke Batam, jangan lupa Kek Pisang Villa.Buku ini berisi kisah inspiratif 24 anak muda mengalahkan rasa takut dan bersahabat dengan ketidakpastian. Menjadi Wirausaha tangguh. Kisah mereka sungguh menggugah. Mereka tidak lagi malu kalau harus mulai merintis usaha sekalipun dengan modal seadanya atau bahkan karena pinjaman. Mindset mereka sungguh berbeda dengan generasi sebelumnya. Menjadi wirausaha kini menjadi profesi terhormat dalam masyarakat, disukai calon mertua, didukung perbankan, dan menjadi bintang di kampus. Kalau kita ingin Indonesia maju, ktia harus mulai membuat para usahawan kita naik kelas--bukan malah menggusur mereka. Buku ini akan memperlihatkan dan mendorong kita, yang tua maupun yang masih muda dan sekolah, untuk berbuat sesuatu, mengasah keterampilan, mengembangkan potensi dan memajukan hidup kita dan orang lain."

The easy-to-adopt strategies that make companies from Coca-Cola to Starbucks perennial over-performers and that you can use, too High Performance Companies complements the frameworks for strategy making detailed in many existing books, proposing a number of rules of thumb (or principles) that companies can consider when making their day-to-day decisions which, in turn, will determine their actual strategies. These principles traverse a wide range of scenarios, such as strategic changes implemented by companies, resource allocation decisions—especially towards building durable assets—and resource acquisition through inorganic means. The book adopts a reader-friendly approach by teasing out the lessons to be found in detailed cases studies from interesting companies. The writing minimizes jargon while maintaining rigor, especially with regard to the applicability and relevance of the strategic principles to different business contexts. Cites extensive evidence in support of the proposed arguments, without sacrificing readability Combines both short and long case studies within each chapter to demonstrate the general applicability of the principles presented Uses a variety of examples ranging from well-known companies such as Coca-Cola, Singapore Airlines, and Starbucks to relatively lesser known companies such as Illinois Tool Work, SAS Institute, and Heng Long Leather to show that the principles presented are applicable everywhere Providing valuable new insight into what makes a business successful and how to replicate this in a company of any size, High Performance Companies is an essential addition to the library of any manager or student of business.

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