



# **Rubies in the Orchard: How to Uncover the Hidden Gems in Your Business**

*Lynda Resnick*

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**NATIONAL BESTSELLER**

POM Wonderful. FIJI Water. Teleflora. The Franklin Mint. Lynda Resnick's marketing triumphs read like an encyclopedia of branding. She is the smartest and hardest-working marketing brain in the business - the kind of marketer who can sell "ice sculptures to Eskimos." But her brilliant ideas aren't simply the result of random inspiration; they're the products of a systematic approach to marketing that any company -- large or small -- can adapt to achieve success. In RUBIES IN THE ORCHARD, she divulges her secrets for creating some of the world's most memorable and iconic brands, and the bull's-eye strategies to sell them.

Resnick believes that every company can find "rubies" in its orchard, elements of intrinsic value that consumers will desire. Here, she shows how every successful marketing campaign begins with uncovering these hidden gems, and communicating their value honestly and transparently to the consumer.

Through Resnick's behind-the-scenes narrative, we learn the secrets of her extraordinary successes, including: POM Wonderful, the wildly popular 100% pomegranate juice that created an entirely new product category out of a fickle and obscure fruit; and FIJI Water, a fledgling brand she transformed into the #1 premium bottled water in America, with sales that have increased 300% since 2004.

A born marketer, Resnick shares tales from a remarkable life, from opening her own ad agency at age 19 to the time she famously overpaid for Jackie Kennedy's pearls at auction, then transformed her "mistake" into tens of millions in sales for the Franklin Mint. Here for the first time, Resnick reveals her systematic approach to breaking through marketplace clutter and consumer cynicism, and creating blockbuster brands with true staying power.

## Rubies in the Orchard: How to Uncover the Hidden Gems in Your Business Details

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# From Reader Review Rubies in the Orchard: How to Uncover the Hidden Gems in Your Business for online ebook

## Andreia says

Every so often I like to hear/read about others successes and failures. I listened to this audiobook on a whim. It was a quick listen. I actually picked it up from the library yesterday and was able to finish it this morning. I liked the tips that the author shared as well as being honest about her slip ups. I find that you can learn a lot from other's mistakes.

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## GB Banks says

A motivational and inspirational gem for would be marketers

If you're in search of a book that will teach you the intricacies of marketing, or in need of analytical study of marketing tactics and techniques, this isn't the book for you. But "Rubies in the Orchard" is a precious gem and a must read for anyone looking for a book that will motivate them and get them into the positive, proactive, "can do" mindset that is necessary to become a successful marketer.

The book takes you on a journey through the author's adult life and shows us how she became an immensely successful marketer, building some of the best known brands in the world. Most impressive to me is the fact that this book promotes integrity in both marketing tactics as well as the product you are selling.

Ms. Resnick teaches how she earnestly believed in every product she sold, and how she invested time, effort, and money into creating high quality products, and even made sure that every aspect of the production, distribution, and sales of her products met with the highest standards of integrity and social responsibility.

This book should be required reading for every person who intends to market a product, service, or themselves, and I really took the ideals and principles laid out in this book to heart. And I think you will too.

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## Melissa says

I was actually contacted by an employee of POM Wonderful regarding this book and jumped at the chance to read it. I do try to keep up with marketing books (and other business titles) when I can, looking for insight not just for myself and my blog, but also for my full-time job. But ideally, I am storing all this marketing information away for the day when I can work for myself and start my own venture, whatever that may be.

Here are my thoughts...

For a business marketing book, I appreciated the fact that Rubies in the Orchard was interesting and easy to read. Unfortunately there are many dull, sleep-inducing books on marketing out there and happily this is not one of them. Lynda Resnick relates her experiences and insights in the marketing world using her own real-life examples, but sometimes this had a tendency to read more like an autobiography than a book on marketing.

Sprinkled throughout, and often highlighted, are tips and "gems" to hold onto when marketing your own brands. Some ideas are better than others. At the same time, I also felt like Resnick was trying to sell me her brands (heavily at times) while occasionally bashing the competition (though the negativity was subtle). Another aspect that I thought was odd was that the book seems to sell a definite agenda and lays the author's politics out for all to see--does that really belong in a book about marketing? Regardless of whether or not you happen to agree with Resnick's agenda and politics?

I will say this--Lynda Resnick is quite probably a marketing genius, as you learn from reading about all of her experiences. I appreciated that she included some of her failures and what she learned from them, rather than focus solely on her many successes. She shares many good insights and ideas in this book, though nothing too earth-shattering. Unfortunately, Rubies in the Orchard also has a tendency to come across as a big advertisement for all of her brands. (I will admit I'm guilty for now wanting to try POM Wonderful juice, though!)

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### **Jenna says**

Here's what I liked about this book: It was real. As someone whose read her share of business books, I found Resnick's honesty and down-to-earth writing refreshing. I didn't feel as if I were reading another damn textbook that was drier than sawdust. I actually found myself chuckling out loud at times (and snorting wine through my nose at others). Throughout all that, I learned a lot, which I think will really help me in getting my own fledgling small business off the ground.

I'm not saying you could teach a class with the book, but if you put it on the syllabus, your students would probably actually read it rather than buy the Cliffs Notes.

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### **Cheryl says**

Rubies in the Orchard: How to Uncover the Hidden Gems in Your Business by Lynda Resnick gives an inside look into how to turn silver and gold into diamonds. Lynda and her husband, Stewart own POM Wonderful, Teleflora, Fiji Water, and The Franklin Mint. They did not get where they are today without pure grit and determination.

Lynda and Stewart own acres and acres of land in California. When they bought the land, one of the food items that was growing there were these red, round balls known as pomegranates. They didn't know much about them other than they knew they needed to do something with them but what? Lynda and Stewart researched all they could about pomegranates and learned from many medical experts that this fruit provides very many essential health benefits. Now many people were taking advantage of what the pomegranate had to offer; in fact there was less than one-third of the population that even knew what a pomegranate was. You usually could only find this item during the holiday season in the grocery stores for a limited time.

If you have ever tried to eat a pomegranate well then you know that they are hard to open and messy to eat. You almost have to wear a rain coat to eat one. I enjoy eating pomegranates but I hate the clean up afterwards. I don't want to give anything away but if you read Rubies in the Orchard: How to Uncover the Hidden Gems in Your Business you will learn how Lynda and Stewart came up with the idea for POM Wonderful as well as how they came to be successful business entrepreneurs. Rubies in the Orchard: How to

Uncover the Hidden Gems in Your Business is such an intriguing book that I read it in one sitting.

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### **Maltaise says**

Resnick has started or purchased companies such as POM, FUJI water and Franklin Mint. The book tells the story of finding the hidden gems in your business. How to develop a customer base and keep them, developing your product and staying loyal to your customers.

No matter what you do for a living, there are lessons in the book that everyone can learn from.

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### **Charlie says**

This book started out great, I thought I'd finally found a book that could give me some insight and smart business tips.

Then, little by little, with every chapter, it became more and more just a description of how much Resnick likes herself and how smart she is and how wonderful she is. Sounded like a great therapy tool for her.

Then, it grew into just a big advertisement for her products. I gave up 3/4 of the way through the book when I just got sick of yet another example of how she was the smartest person in the room.

Her company has some good products, and they've had great success. That's nice. But I don't care how smart and talented she thinks she is.

When I gave up on the book, I kept thinking, "Geez, I hope I never have to sit next to this woman on a plane."

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### **Heather says**

Lynda Resnick definitely cuts to the chase of marketing. She brings her interesting life lessons to the real world of building a brand. I actually look at this book more like a true testament to branding and in turn building a brand. And it was a lot more fun to read than your typical business books. I have insisted that my interns read it and will keep in my library of books.

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### **Karen says**

I read this one for work reasons. The author had some good things to say regarding marketing and developing a product niche but WOW did she also use it as an opportunity to lash out at people she does not like. It detracts from the book and comes off as petty. She also uses the book as a platform to defend the bottled water product she owns as if she is doing the world a favor by bottling it and sending millions of plastic bottles to landfills around the world.

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## Serena says

*"Take a hike with me. Follow your dreams." (Page XX)*

Lynda Resnick's *Rubies in the Orchard* is one part marketing strategy, one part personal story, and one part how-to formula. Resnick is a woman of direct experience in the rough-and-tumble world of advertising and marketing, and her chops shine through in this nonfiction book. She and her husband have successfully resurrected Fiji Water, Teleflora, and The Franklin Mint, but one of their best successes---POM--blossomed from a group of pomegranate orchards her husband bought years before.

Rubies in the orchard are the intrinsic value of products, and these are the values that must be communicated to customers, says Resnick. Following each marketing anecdote--from her days as a small business owner amidst scandal to her very profitable empire of companies--Resnick offers sage marketing advice that can be used not only in the boardroom and executive offices, but at home too. For example, she says, "You get a lot further in life by showing what you don't know and asking for help than you do pretending you know it all" (Page 24).

Throughout this delightful book, Resnick boxes out the main points she is trying to hit home with readers, and these little reminders keep her examples fresh in mind. Readers will be particularly astonished about how a set of fake pearls worth \$34 at the time of purchase ended up being auctioned off for more than \$200,000, and how those pearls became integral to Resnick's success at The Franklin Mint.

Marketing and advertising could be viewed as boring by some readers, but Resnick's wit shines through in this success story.

*"He had a habit of making the financials look rosier than they actually were. . . . but the poor chap was so accustomed to manufacturing crooked numbers each quarter. . . . If he had exhibited a drinking or substance abuse problem, we could have sent him to rehab, but where do you send a recidivist hooked on funny financials?" (Page 76)*

While some aspects of *Rubies in the Orchard* may come off as preachy, particularly for conservatives not sold on the reality of global warming, she does make a viable points about why businesses should go green. Readers who are interested in an autobiography or learning more about the marketing world would be pleased with this fast read.

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## DaraB says

Reads more like a textbook and a brag book, than a Business-help book. I felt like she was name-dropping and showing off the stuff she learned by not going to college throughout the book. Interesting stories of how all the brands came to be, but irritating nonetheless. Wouldn't recommend.

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## **Benjamin says**

Resnick chronicles her success (and elevates her ego) with this ghostwritten Marketing-for-Dummies vanity piece. Perhaps if I had millions to invest, I'd be lunching with Tom Hanks' wife too! Barf.

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## **Andleeb says**

I was initially excited to read this book, but after the first few chapters, I realized that this book was about how awesome Ms. Resnick and her businesses are. It got old after a while and took a little bit to finish it. For someone who doesn't want to pay celebrities to endorse her products, she sure likes to name drop a lot.

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## **Susankw says**

Poorly written but interesting from a marketing perspective. This is the woman that has marketed Fiji Water, POM, Franklin Mint and more - she's a bit in love with herself but there are some interesting tidbits to take away about positioning, internet communications, purchasing patterns, creating a demand...quick read...

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## **Jack says**

Priceless Rubies: A Great Practical and Actionable Guide to Creating a Successful Business

Hi there! Welcome. If you are reading this review, then, like many individuals before you (including myself), you too are seeking ways to improve your business, to create a successful one, and/or to enhance your knowledge? If so, congratulations! You have found the perfect book to aid you in reaching your goal(s).

Please allow me to enlighten you.

Rubies in the Orchard: How to Uncover the Hidden Gems in Your Business by Lynda Resnick (a.k.a. the POM Queen, a brilliant and successful marketing professional) is a wonderful book of priceless rubies. Though interpreted as both a proselytizing left-wing political document on global warming and a poor narcissistic excuse at self-promotion by her harshest critics, I believe it is nevertheless a great practical and actionable guide to creating a successful business and marketing anything that has intrinsic value.

An important key to remember is that your inputs determine your outputs. In other words, what you get out of any book is what you put into it. It is no less true for Rubies in the Orchard.

That said, to create a successful business and to survive and thrive in today and tomorrow's business environment, the bottom line is this:

“When all is said and done, there is only one sure route to survival in any market, and one hedge against irrelevance and obsolescence: cultivate the rubies in the orchard. Locate the intrinsic value of your brand, work to understand it and nurture it—even when that brand is you yourself. Communicate that value honestly and creatively. If you do, you will build the kind of faith in your brand that can overcome tough



competition, hard times, cheap shots, and even a roller coaster of a new century” (Chapter 10, Page 185).

In the book, Ms. Resnick mentions, explains, and illustrates strategies and tactics of how to do this. Throughout the book, she doesn’t just tell you about marketing. Instead, she is gracious enough to show you through her own trials and errors and her own successes and failures.

With her captivating and simple yet elegant finesse with words, she takes you on a personal journey. By inviting you into her life, you will literally walk in her shoes, think like the POM Queen herself, enjoy her triumphs, and experience her woes.

If you let her, Ms. Resnick will create a paradigm shift—she will broaden your perspective on the future of business and business in general.

Ultimately, what Ms. Resnick achieves is beautiful and promethean. It is bigger than herself. Without a formal college education, she evinces that creating a successful business is very possible. To do so, however, begins with cultivating the rubies in the orchard that is yourself.

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