



The Fall of Advertising and the Rise of PR

Al Ries , Laura Ries

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Bestselling authors and world-renowned marketing strategists Al and Laura Ries usher in the new era of public relations.

Today's major brands are born with publicity, not advertising. A closer look at the history of the most successful modern brands shows this to be true. In fact, an astonishing number of brands, including Palm, Starbucks, the Body Shop, Wal-Mart, Red Bull and Zara have been built with virtually no advertising.

Using in-depth case histories of successful PR campaigns coupled with those of unsuccessful advertising campaigns, *The Fall of Advertising* provides valuable ideas for marketers -- all the while demonstrating why

advertising lacks credibility, the crucial ingredient in brand building, and how only PR can supply that credibility;

the big bang approach advocated by advertising people should be abandoned in favor of a slow build-up by PR;

advertising should only be used to maintain brands once they have been established through publicity.

Bold and accessible, *The Fall of Advertising* is bound to turn the world of marketing upside down.

The Fall of Advertising and the Rise of PR Details

Date : Published May 11th 2004 by HarperBusiness (first published 2002)

ISBN : 9780060081997

Author : Al Ries , Laura Ries

Format : Paperback 320 pages

Genre : Business, Nonfiction, Language, Communication, Buisness

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From Reader Review The Fall of Advertising and the Rise of PR for online ebook

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Great book with clean insight and enough humour to keep reading through.

Svetlina

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Brittany says

How I Came To Read This Book: I snagged it off my sister's bookshelf eons ago. It was published it 2002. So yeah, it's been awhile.

The Plot: Al Ries & Laura Ries want to drive home one primary fact: advertising cannot launch a brand. Public relations must launch your brand to establish credibility, and advertising must only come into play at a later stage in a brand's lifestyle in order to defend the brand. They start by pounding you with statistics on advertising's shortcomings, follow it up with how public relations can be applied to all sorts of industries, cap it off with a tit for tat comparison between the two, and have a short denouement of manifestos for both PR and ad professionals.

The Good & The Bad: As someone that previously worked at a *branding* agency, I had a lot of problems with this book. It was sort of like watching a Michael Moore movie. There is a ton of good, logical information here, but the feeling that you're being manipulated and the skewering of facts against the ad industry downplay the value of this book. Ironically, the authors who are so vehemently claiming that advertising is untrustworthy have actually painted themselves as untrustworthy.

Two key examples: the first section of the book really hammers home the fact that no matter how critically acclaimed or how much buzz a campaign gets, it doesn't translate into sales (always and / or often enough). Yet when the book dives into PR, it almost never ever EVER talks about sales figures, thus nullifying the output vs. ROI point they're driving home for the first 100 pages. A second smaller example. They talk about how ad agencies themselves do not advertise, by citing the fact they flipped through several issues of Ad Age magazine, and not seeing any ads. Well yeah. Who the hell advertises to their own industry in an industry publication? It would be like the Ries' advertising their PR firm in a PR trade pub. Stupid.

Regardless, I think this book's biggest weakness came from the fact they tried to attribute branding and positioning to public relations. The truth is, those are things an agency (PR or ad) should be doing from day one before setting down either path. I fully agree they are absolutely critical, but I also believe that both PR AND advertising help shape a brand in the public eye. It really felt like the authors were ringing the death knell for advertising simply to cause a splash (thus following their own advice, brava). Their ideas for PR were great throughout, but the lack of quantitative evidence / case studies as shown in the first half of the book, and the backtracking on how bad advertising really is (or isn't) made it hard to swallow.

Also as an amusing sidenote, sometimes the authors delved a little too deep into matters of opinion. As the

book was published so long ago, it's hilarious to see them lambaste web-enabled cell phones and Amazon, both of which are hugely prominent today. Stick to what you know kids.

The Bottom Line: A skewed book that could have been a helluva lot better. Easy to read and enjoyable journey through PR and advertising though.

Anything Memorable: Nope.

50-Book Challenge: Book #15 in 2010.

Ahmad hosseini says

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Russell Romney says

I ended up not really liking the book due to repetitiveness and obvious bias leading to baseless declarations of truth for the reader to process. Irony considering the book's thesis.

Also, the authors refer to the Segway launch as genius and say that, and I quote: "We don't think that 3G phones are going to become a big business, but the psychological appeal of this third-generation concept is very powerful." (as being better than 2G phones). So yeah, this is just an advertisement for PR using endless examples. Caveat: 2003.

Ferdi Anggriawan says

Definitely awesome! Totally changed the way I perceive the media now. If you've already read his previous books, you may find this one a bit 'refurbished'. But nevertheless, it's still worth your penny.

Ariel says

Maybe this book was impressive and revolutionary when it came out in the early 2000s (in terms of how we think about advertising and PR), but man was it a snooze today. I spent the whole book arguing with the author and pulling out my hair at all the logical fallacies and mis-attributions in his examples. Beyond that, his unbalanced presentation started to give his reasoning the same flaw that he says advertising suffers from: you didn't feel like you could trust it any longer. A classic, classic example of a book that should have been an article (poorly edited), and an excellent example of a book that needed to cite sources to make its point.

This book gets two stars instead of one, because I DO buy into its main message; I just think it does an ABYSMAL job of presenting its case.

PS, Amazon and 3G? Yeah, despite what this book predicted, those things did JUST fine.

Jaycee Bond says

DNF (for now).

There is no doubt that Al Ries is great at marketing, however, this book wasn't like his other books. I learned something from his other books while this one just repeated itself every chapter. And it was more statistics than actual lessons.

Qu?c Khánh says

The core idea of the book is about the new role of advertising & PR in building Brands (create new perception in customers'mind): PR is to create brand, Advertising is to defend/maintain it.

Why?

1. Credibility: In the new situation, when there are too many advertiments, people tend to doubt them more. Therefore advertising is loosing its credibility in customers' eyes. But PR is different. It can earn brands credibility through the third parties.
2. Price: From the same situation, advertising is going to be more expensive, while PR it not.
3. Necessary Conversion period: To change or to insert new perceptions/brands into customers'mind, it's necessary to be patient to wait customers (to reject the old perceptions) to accept a new idea. And PR is a suitable way to build brands or to broaden the perception of brands, while advertising is not because of being expensive and lack of credibility.
4. The uncertainty of PR: advertising's job should be to reinforce the same key message to customers because its target and content is controllable while PR its not.

Theirfore PR should be creative, natural, and orginal(make the new product attrative) While advertising should clarify the message of brands.

The idea is somehow similar to the idea of inbound marketing at the point: make customers remember brands by INDIRECTLY long-term seeding strategy. However there is a difference.

With the same goal which is indirectly seeding brand's name/or products into minds, they perform that by:

- PR: the directly suggestion/mention about products/brands from third parties.
- Inbound marketing: companies directly help customers' problems with contents by themselves.

Again, Al Ries haved broken into the new concept which have been true until now (2001-2018).

Arthur Van Wyk says

This book heralded the coming of what is currently known as Inbound Marketing.

Al and Laura cements their position as thought leaders and visionaries in the area of Marketing.

The book draws strong comparisons between the two disciplines, outlining the tangible benefits of both disciplines as marketing subsets, and then goes on to explain why PR is to become the dominant force in brand building.

What I like most is how they explain the place of advertising in the marketing mix, and at which point in the product/brand lifecycle advertising is to be applied.

Adriana says

This book makes a strong point. It's a bit outdated by the time I read it – almost 14 years after original publication – but the importance of setting up a brand identity long before you try to sell it to a consumer is still something important to remember.

On the other hand, it's really obvious that the authors' job is PR. They give tons of examples of the failures

of advertising but only skim thru them with numbers and superficial comments without really going into “why” they didn’t work. It would have read as a lot less skewed if the parts that talked about the “fall of advertising” were a few in-depth studies of why it’s failing instead of 20+ name drops that are nothing more than numbers and opinions.

It's worth reading, if only for the chuckles you're sure to get when the authors seriously fail to see the importance of certain things. There's a chapter where they mention how farfetched they consider the idea of phones with internet access being successful.

Dmitry Kuriakov says

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The guy is super arrogant, and proves that Marketing and Advertising should be nowhere near product

development. This guy is a leader in the field and came up with Positioning. While this guy and most in the field are terrible at picking winners, it reinforces that they should only be involved once a concept has been created.
