

“You have the intelligence of Einstein and the imagination of Picasso, to make sense of markets and stand out from the crowd...”

# FROM EINSTEIN TO PICASSO (INTELLIGENT MARKETING)

The role of marketing for businesses is forever changing.

In today’s competitive market, business needs marketing more than ever – just not in the same way.

“It’s time for marketing to take centre stage!”

Who better to write a book on the changing aspects of marketing than **Peter Fisk**, a renowned and extremely experienced marketer? With his impressive background assisting the likes of Marks & Spencer, Shell, Virgin, and Vodafone, Fisk takes a new, more creative approach, helping businesses to stand out from the crowd. An inspirational speaker and writer on all aspects of marketing, Fisk has been described as “**one of the leading new business thinkers**” by the Business Strategy Review.

Fisk’s latest work *‘Marketing Genius’* is currently being translated into 20 languages due to its huge success in the UK where it became last year’s ‘**numero**

**uno**’ in business books. The focus of *‘Marketing Genius’* is how a more left and right-brain approach to business can result in success. Fisk refers to this as the Einstein and Picasso approach, merging the analytical mind of Albert Einstein with Pablo Picasso’s creativity.

Fisk’s research has turned up a few points worth considering: “Business needs to engage both sides of the brain to make sense and stand out in today’s markets. Customers don’t make rational purchasing decisions; brands need to stick in their heads. Business leaders with a market related background are more able to seize the best opportunities. Half of marketing is wasted.”

For your business to flourish in the twenty first century, you need to put yourself in the mind of **the customer who now calls the shots**. The customer is fickle and loyalty is not guaranteed. “The customer’s expectation of satisfaction is high. Most of us in the western world,

typically have everything that we need, so our wants are more emotional...customers are more informed.”

So how can you and your business achieve success through marketing? Fisk suggests that an **“outside-in” approach** is the most promising. This approach starts with the market, where and how to compete and with whom. In this fulfilled western world, “marketers need to work smarter to explore what customers would like or love, rather than just what they need.” Today’s market is extremely competitive yet “there are lots of names and logos, **but few truly great brands emerging today.**”

Fisk has a few personal favourite companies, chosen for their outstanding and inspirational approach to their marketing: *‘Nike’* which is a \$12 billion business evolved from paying a friend \$35 to design the, world renowned ‘swoosh’ – it was then about the constant innovation of the ‘waffle soles’ and ‘air cushioning’, the endorsements and the ‘just do it’ cult and *‘Google’* which has facilitated marketing for thousands of businesses the world over. Success doesn’t come overnight and it takes a lot of time and hard work but...

**“You have the intelligence of Einstein and the imagination of Picasso, to make sense of markets and stand out from the crowd...you could be a marketing genius if you want.”**

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