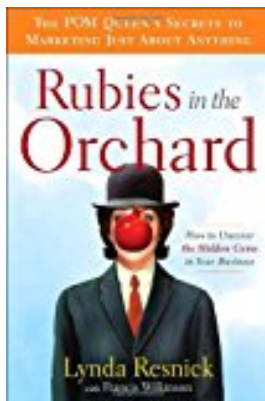


[PDF] Rubies In The Orchard: How To Uncover The Hidden Gems In Your Business

Lynda Resnick, Francis Wilkinson - pdf download free book



Books Details:

Title: Rubies in the Orchard: How to
Author: Lynda Resnick, Francis Wilki
Released: 2009-02-17
Language:
Pages: 204
ISBN: 0385525788
ISBN13: 978-0385525787
ASIN: 0385525788

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pdf, mobi, epub, azw, kindle

Description:

From Publishers Weekly Starred Review. In a forest of dry marketing books, Resnick's animated debut stands out as its own hidden gem, filled with juicy real-life tales of marketing strategies that rocketed Resnick and her husband to astounding success with companies like Fiji Water, Teleflora, the Franklin Mint and Pom Wonderful, the wildly successful pomegranate juice. The author charms with her winning wit and a self-deprecating tone as she distills the secrets of her extraordinary

career into a series of philosophies illustrated through behind-the-scenes looks at various marketing campaigns. She describes how she resuscitated Teleflora, a struggling flower delivery service, by introducing the flowers-in-a-gift container; how she famously endured ridicule when she purchased Jackie Kennedy's signature strand of fake pearls at auction for \$211,000 for the Franklin Mint, only to painstakingly replicate them and then sell them in droves, grossing a whopping \$26 million; and how she learned to think inside the box, delving into the intrinsic value of products like the pomegranate. A must-read for anyone who aspires to Resnick's level of promotional genius, success or commitment to environmental sustainability. (Feb.)

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Review Praise for *Rubies in the Orchard*

"...both entertaining and enlightening.... what's really valuable to business owners is Resnick's insight on marketing, a field where she's built a well-deserved reputation as a master."--

Businessweek

"Using sound advice, a wealth of first-hand experience, historical perspective, and fierce self-confidence, Lynda Resnick has written a very useful and practical book. Anyone starting a business or running an entrepreneurial venture should read [it]."

—MARTHA STEWART, founder, Martha Stewart Living Omnimedia

"Are you looking for proven ideas about how to market anything, overtake the competition, ward off vicious attacks, and become rich? Even if you don't want to do those things, you will still love this inspiring, funny, thought-provoking, autobiographical sharing of secrets by Lynda Resnick, who figured out for herself how to succeed, again and again."

—Dr. JARED DIAMOND, professor of geography at UCLA, and Pulitzer Prize-winning author of bestselling books including *Collapse* and *Guns, Germs, and Steel*

"Like the POM Wonderful that Lynda Resnick created, this book is absolutely delicious and also amazingly nutritious. In fact, it's so funny and fun that you may not notice how much wisdom it contains—from marketing tips to insights on brand authenticity in the Internet era. It will make you laugh aloud, but also change the way you do business."

—WALTER ISAACSON, president and CEO, The Aspen Institute, and bestselling author of *Einstein: His Life and Universe* and *Benjamin Franklin: An American Life*

"Lynda Resnick wields a sledgehammer in a velvet glove like no other....You can buy a thousand books with sound business lessons, but *Rubies in the Orchard* is among a special few that lift you from your seat and compel you to act immediately."

—CHRIS DEWOLFE, co-founder and CEO, MySpace

"Lynda is truly an unstoppable force. She has had a remarkable career taking small businesses and transforming them into iconic brands. In *Rubies in the Orchard*, Lynda shares her shrewd and surprisingly simple strategies for breaking through in a cluttered marketplace."

—RUPERT MURDOCH, chairman and CEO, News Corporation

"Lynda Resnick focused on finding the truth to set her brands free. Whether identifying the medical benefits of POM or the pitfalls in delivering flowers, this born marketer knows how to sell without even stepping outside the box."

—MEHMET OZ, bestselling author and vice-chairman and professor of surgery, NY Presbyterian/Columbia

"This book is pure gold! Lynda Resnick is one of the most captivating, brilliant people I've ever

known, and I'd buy anything she sells! The wisdom she shares in this fascinating book shows an amazing understanding of how people think and make decisions."

--DR. RICK WARREN, bestselling author of *The Purpose Driven Life*

"In a forest of dry marketing books, Resnick's animated debut stands out as its own hidden gem, filled with juicy real-life tales of marketing strategies that rocketed Resnick and her husband to astounding success with companies like Fiji Water, Teleflora, the Franklin Mint and Pom Wonderful, the wildly successful pomegranate juice. The author charms with her winning wit and a self-deprecating tone as she distills the secrets of her extraordinary career into a series of philosophies illustrated through behind-the-scenes looks at various marketing campaigns...A must-read for anyone who aspires to Resnick's level of promotional genius, success or commitment to environmental sustainability."

--*Publishers Weekly*, starred review

"It's exactly the spirit we need to deal with the gloom and doom of Wall Street. I read it cover to cover without stopping. I felt emboldened."

--Frank Gehry

"Lynda Resnick humbly resists being called a marketing genius. Read her book at the risk of becoming one yourself."

--Norman Lear

"Lynda Resnick is one dynamic, persuasive gal. She can talk anybody into anything, including getting me to write a blurb for this book. Now that's persuasive."

--Larry David, Star of HBO's *Curb Your Enthusiasm*

"Part marketing master's class, part can't-put-it-down biography, *Rubies in the Orchard* is as refreshing as a cold bottle of Fiji water on a hot day and as fortifying as a glass of POM juice. In it, Lynda Resnick updates the old 'Build a better mousetrap' axiom: 'Uncover the intrinsic value of a product, promote that, and the world will beat a path to your door!' Read this witty and wise book to learn how to sell your brand or read it for the life story of a truly remarkable woman, but whatever you do, read it. It sparkles as brightly as the gem in its title."

--Arianna Huffington, Editor-in-Chief of The Huffington Post

"There are pearls of wisdom in *Rubies in the Orchard* — wisdom that marketing genius Lynda Resnick has gained through long experience, hard work, and dealing with many challenges on the road to her outstanding success. In sharing her personal life story she gives us very useful tips about discovering real value in the world around us and making best use of it. An inspiring book and a good read!"

--Andrew Weil, M.D.

"Irving Berlin said of Fred Astaire that he was 'the purest talent' with whom he had ever worked. As to marketing and original creation, Lynda Resnick is the purest talent and her writing, irresistible."

--David G. Bradley, Chairman, Atlantic Media Group

"Lynda Resnick is one of the great marketers of our time—who else, after all, could have rebranded and relaunched a food as troublesome as the pomegranate, a fruit formerly more trouble to eat than it was worth? Whether you're in the business of selling products or ideas, *Rubies in the Orchard* is full of indispensable advice. Even better, it manages to delight even as it instructs."

--Michael Pollan, author of *The Omnivore's Dilemma* and *In Defense of Food*

"Lynda Resnick is to branding what Warren Buffett is to investing: a master of honesty, commonsense and belief in doing well while doing good. "Rubies in the Orchard" is about a life that has stretched from the Pentagon Papers to pomegranates, and that gives you some idea of the range of its very practical wisdom."

--Gloria Steinem

"With insight, elegance and simplicity she has become an icon in the world of marketing. We should be so lucky that a little of her magic might rub off on us all through this marvelous book!"

--Stephen McPherson, President of ABC Television

"This book is at once an inspiring story and an enthralling treatise by one of America's most imaginative and energetic entrepreneurs that will give every reader a primer on business and marketing, healthy living and sustainable development. Lynda Resnick, the Pom queen, shows each of us that it's possible to do well by doing good."

--Robert F. Kennedy, Jr.

"Marketing doesn't have to be a dirty word. There are many ways to make the world a better place, and in this book Lynda Resnick shows that you can do well by selling something that's good for people."

--Eric Schlosser, award-winning journalist and bestselling author of *Fast Food Nation* and *Reefer Madness*

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