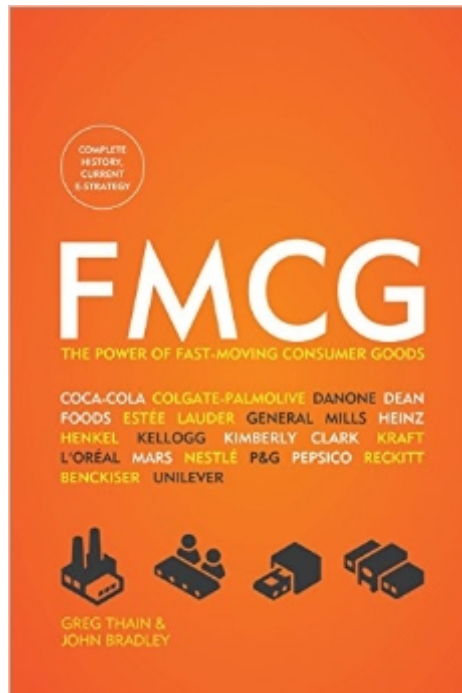


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FMCG: The Power Of Fast-Moving Consumer Goods



Synopsis

This book is a history of some of the world's most famous brands, from humble beginnings to current exalted status, from smudged, kitchen-table pamphlets to \$ multi-million ad campaigns, from backyard experiments to global research. It examines the most recent developments in these glittering trajectories and reveals the very DNA of the brands themselves. Is it mastery of absorbency, the virtuoso integration of acquisitions, developing incomparable consumer trust, the ability to think in decades? All is revealed. If you work in Retail, FMCG, Marketing or Consumer Goods, this is a must-read book.

Greg Thain Business. Over 40 years' experience of developing businesses, multiple fund raising and public flotations. Experience in marketing, market research, internet/tech, real estate, investment property funds, publishing and consultancy with a focus for the last 22 years on the emerging markets.

Real Estate. Russian real estate involvement over the past 22 years. Introduced the first significant international bank loan of \$500M to a Russian developer in 1995. Took the founder of Raven Russia to Moscow, helping raise the initial \$300m/purchase initial industrial site/project for \$74m. In 2007/8 organised a property investment fund of \$180m.

Lecturing and Public Speaking. Frequent speaker throughout Europe and Asia on markets, retail, internet and other developments across these sectors. Keynote speaker at the first HP conference for 5 years in Asia (Macau, autumn 2013). Presented Key Trends in Internet and Retail Worldwide to the leading 450 retailers in Asia/Greater China.

Books. Storewars. The Battle for Mindspace and Shelfspace, written and published in 2012. The Power of Fast-moving Consumer Goods, a history of the world's 18 leading consumer-facing companies, written and published in May 2014. E-Retail. Zero Friction in the Digital Universe, due to launch in July 2014.

Magazine Publishing. Developed a number of original products in the 1980s and 90s: What Mortgage magazine, the original mortgage advice magazine, What Investment, What Finance, What Video, and Popular Video at the forefront of the video revolution. In excess of 20 newspapers, magazines and journals including The British Investors Database, the original compilation of all investors in the UK. Launched the original Local Radio Awards, first awards to the UK local radio industry.

Political involvement. UK conservative party candidate for the European parliament from November 1991, previously a consultant on modern electioneering techniques to conservative central office. Chairman of Conservatives Abroad, Moscow 1993 -1997. Involved in various charities and funding events, including deputy chairman of Sense, the UK charity for deaf-blind children.

John Bradley John Bradley held international marketing positions in Cadbury for 24 years before becoming a consultant and writer. John has authored two business histories, Cadbury's Purple Reign, and Fry's Chocolate Dream, and co-authored along with Greg Thain an update of the book Store Wars. John now lives and

works in Canada. Keywords: FMCG , History, Manufactures, Brands, Innovation, Global, Consumer, Retail, Market, Emerging Markets, Coke, Colgate-Palmolive, Danone, Dean Foods, Estée Lauder, General Mills, Heinz, Henkel, Kellogg, Kimberly-Clark, Kraft, L'Oréal, Mars, Nestlé, Procter & Gamble, Pepsi, Reckitt Benckiser, Unilever v

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Customer Reviews

Mr. Thain brings his extensive experience in several business areas as well as his experience as having been a CEO and chairman of several companies around the world himself to this book. He brings his insight and knowledge into an interesting and easy to read description of a selected few companies and explains e-retailing for each one as it is today. He makes several good points throughout the book, one being that FMCG (Fast Moving Consumer Goods) drives the world's advertising industries and this includes social media mavens: Google and Facebook to name just a couple. As we know, if a company is not already using all social media avenues available to their advantage, they soon will be--e-retailing is huge for companies to promote and market their wares. This book would make an excellent educational book for those in Marketing, Advertising and/or Business. Not only in general, but possibly specifically for anyone in that career path for a company that was analyzed in this book. Greg's skill as a speaker reach out here as well in written format. Each chapter begins with often overlooked questions by both employees and students studying business--how, where, when, why and by whom the company was formed and founded--and then moves on to how each business evolved after it had become established. Easy

to understand as each section is in chronological date order. Interestingly, he also inserts bits of information and facts that are little known and kind of cool to knowâ”making it more of a personal read, like he is talking directly to you. (And, you never know when you will be asked that million dollar question that few people know the answer too!) In a hurry? Each company section is summarized at the end of each chapter.

If you have even the most basic interest in branding, marketing, retailing or just a love of business, you would be advised not to read this book if you have a lot of things calling on your time. It is addictive! Here is a behemoth of a book, crammed full of information that you just want to read. You wonder if the authors have been locked away in an office for a decade gathering information, such is the detail being presented. In many ways it is overwhelming. Yet it does not feel it is padded out, far from it - it is feared what the draft might have been before an editorâ”™s sharp knife had been wielded. At first glance, the price of this book might give you sticker shock (and you know this will be discounted through certain online vendors) but it is not unjustified. In short you get a history of 18 of the worldâ”™s consumer goods brands - Coke, Colgate-Palmolive, Danone, Dean Foods, EstÃ©e Lauder, General Mills, Heinz, Henkel, Kellogg, Kimberly-Clark, Kraft, L’OrÃ©al, Mars, NestlÃ©, Procter & Gamble, Pepsi, Reckitt Benckiser and Unilever. This is not a U.S.-centric focus either as the performance of the overseas business units is brought into sharp view, showing how many â”œdistant outpostsâ”• might lead the way. In addition a number of profiles are given for companies who are strong competitors in their regional markets and it could be interesting in the future to look back at this book and see if they managed to break out of their regions and come to dominate on the world stage. Make no mistake. This is not just a â”œboringâ”• series of company profiles. Invest the time in the book and you cannot fail to takeaway a lot of actionable business information that can still be relevant today.

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