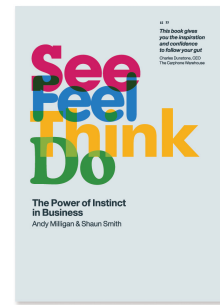


See Feel Think Do – The Power of Instinct in Business

Shaun Smith and Andy Milligan (Cyan/Marshall Cavendish)



Reviews

"You have to love a business book that opens by quoting a scene from The Godfather movie and then uses it as the platform for a serious point about business. Milligan & Smith's book is crammed full of media references and entertaining brand anecdotes, all used to make a compelling point.

"As modern marketing becomes ever more sophisticated, they argue, it threatens to get lost in a maze of complicated analytical techniques, which try to second guess what will work and what will not. Focus groups, econometric modelling, feasibility studies and other wholly objective consultative tools have a place, but they should be used as reference material only, not as the blueprint for a course of action. When it comes down to it, say the authors, the underlying secrets to any good business (whether it is Richard Branson's or that of the Corleone family) are largely gut instinct and a big spoonful of daring. In other words, See Feel Think Do.

Marketers, argue Milligan & Smith, must first get thorough first-hand knowledge of their customers (See), test that understanding against their own common sense and gut emotions as fellow human beings (Feel), consider how to deliver the perfect experience to the target market with no pre-conceptions of what can or can't be done (Think), and then make it happen (Do).

To illustrate their argument, they set out well over 200 different brand stories from successful companies and individuals who followed a hunch not a focus group and came up with a winner. These range from entrepreneurial start-ups (including Amazon, Carphone Warehouse, Innocent Smoothies and of course Virgin) to already established companies, which overturned traditional thinking in order to take control of a particular sector (including Tesco, Sony, Apple, Clifford Chance and Progressive Insurance).

The key factor in all these examples of course is bold leadership, and the authors end with another well-chosen illustration, as idiosyncratic as the Godfather anecdote that opens the book. If you've ever wondered how Admiral Lord Nelson's victory at the Battle of Trafalgar might equate to modern brand marketing, here's the place to find out! Highly recommended."

Simon Tesler, Editor, adbrands.net

"A great wake up call to remind us all that all truly great decisions have been made by people following their instinct." **Richard Reed, Founder Innocent Drinks**

"Great businesses are based on big ideas. In my experience the best ideas are driven by instinct rather than analysis. This book gives you the inspiration and confidence to follow your gut." **Charles Dunstone, Chief Executive, Carphone Warehouse**

"This book is well overdue. The sooner we start acting on our instincts and listening less to business school theories, the more the customer will benefit." **Jane Shepherdson, former Brand Director, Topshop**

"Corporations can't do intuition. Entrepreneurs live by it. Shaun Smith and Andy Milligan convincingly illustrate the power and invincibility of original thinking in this admirable book." **Tim Waterstone, founder of Waterstone's bookstores and the Daisy & Tom children's department stores**

"Today, big ideas are coming directly from the minds and hearts of customers. Smith and Milligan show how to tap into the ideas driving business innovation and how to implement new strategies to improve the customer experience. See, Feel, Think, Do is a must read for any manager or entrepreneur seeking to understand the experiential world of their customers to find new ways to spur growth and innovation." **Bernd Schmitt, CEO of The EX Group, Author of Customer Experience Management**

"Those companies that wish to succeed in the Experience Economy should not just See, Feel, Think, Do but also Read. Read what Andy Milligan and Shaun Smith have to say about creating differentiation through unique experience offerings, and then follow through by applying their toolkit to your business." **Joseph Pine and Jim Gilmore, authors of The Experience Economy: Work Is Theatre & Every Business a Stage**

"It is very refreshing to read a book on business which is not a how-to, seven-steps-to-heaven management recipe manual, but which instead deals intelligently and with insight on the vague yet vital concept of instinct as a business imperative. The notion that proper instinct can be taught seems counter-intuitive, but this book has shown that all our instincts can be better honed and refined so that we can better utilise this for business decisions." **Ho Kwon Ping, Founder and Executive Chairman of Banyan Tree Hotels and Resorts**

"This book voices and exemplifies what many business people think, but find it difficult to say publicly. That successful brands and business ideas are born as much from the gut as they are from the numbers. A truly engaging book, with lots of wit and wisdom from people who have felt the force and done something about it." **Rita Clifton, Chairman, Interbrand**