

PRAISE FOR *THE NEW CHAMELEONS*

A brilliant read with the eye-opening power of *Thinking Fast and Slow* applied to marketing. Solomon challenges marketers to step away from neat and tidy methods of target segmentation in a revealing and accessible way. He provides language that reflects the reality of the post-advertising, multi-channel, hyper-fragmented, insert-buzzword-here environment that businesses need to navigate for success. Most importantly, it shows the way to think about communicating with people, not marketing to “consumers” reduced to percentages in cross-tab cages.

Sara Bamossy, Chief Strategy Officer, Pitch

When commercial borders between nations disappeared, so did many brands who could not adapt. Now that the borders between just about everything else in our culture are evaporating (home/office, work/play, consumer/producer, online/offline, us/them, male/female, humans/machines, and more), how do you make sure your brand doesn't go the way of the dinosaurs? A great starting place is Professor Solomon's *The New Chameleons*, which provides insights and opportunities that could mark the difference between success and failure for anyone involved in marketing. You know. Like you.

Martin Bihl, Executive Creative Director, LevLane, and Editor-in-Chief of the-agency-review.com

The New Chameleons brings marketers to the edge of tomorrow, revealing deep insights for building the next generation of leading brands.

Derrick Daye, The Blake Project and *Branding Strategy Insider*

Enabled by technology and accelerated by transformations of our global cultural and social ecosystems, traditional categorization of

consumer behavior is out the window! Michael R. Solomon brilliantly helps us understand and navigate the continuously evolving and rapidly morphing intersections of marketers and consumers. Michael shows us how new challenges of engagement also offer new opportunities to those who are able to develop and execute strategies consistent with these dynamic consumer chameleon characteristics. Combining his unique expertise, experience, insights, and perspective with numerous relevant practical specific examples, this is a must-read not only for marketing professionals, but for all stakeholders in their brand's future, in every function and at every level (from the boardroom to the mailroom and everyone in between, and whether for-profit, nonprofit, B2C, or B2B in their focus).

John Greco, Founder and Chairman, Marketing IMPACT Council™, and former CEO of the Direct Marketing Association and former Director of AT&T Bell Laboratories' Consumer Lab

Michael R. Solomon proves yet again why he's such a trusted and insightful consumer behaviorist. In *The New Chameleons*, he explains why traditional segmentation is too blunt an instrument and outlines, in very practical terms, what marketers should do about it. This is a great read for marketing's modern age.

William F.N. Gullan, President, Finch Brands

Michael R. Solomon skillfully articulates why today's brands must understand the postmodern consumer to remain relevant. The lines between consumer categories have long been converging, and *The New Chameleons* establishes the need for a brand's horizontal appeal and offers practical examples and actionable takeaways.

Asma Ishaq, CEO, Modere

As a serial direct marketer for over 35 years, and a lifelong student of the craft, I look for books (and voices) who are taking everything we have learned up until now and turning it all on its head for deeper understanding. Michael R. Solomon is one of those voices, re-equipping us with new tools and ways of thinking to deal with

an unknown marketplace of the future... but a marketplace that is more exciting than we ever could have imagined. His latest work debunks many of marketing's sacred cows with the goal of taking us to places no one has taken us before. His experience as one of the world's experts in consumer behavior qualifies him to take us to this place, a place where he can make sure we are ready for what's coming. This is a must-read for every marketer (or anyone) who wants to be relevant, offering products and services based on what consumers demand today (and will demand even more tomorrow). **Brian Kurtz, CEO, Titans Marketing LLC, and former business builder of Boardroom Inc. and author of *The Advertising Solution***

Michael R. Solomon has scuttled the ideology of marketing experts and psychologists. No longer can consumers be neatly categorized and targeted. He gives marketers a new roadmap on how to succeed in a chameleon-led marketplace.

Andrew Mitchell, CEO, Brandmovers

When I started in design, I was always fascinated with the idea that everything around us is connected and shapes our human experiences. Design is every aspect of our human life. The floor, walls, chair, carpet, table, flatware, objects, lamp, ceiling, clothes on my body, the watch on my wrist, the building, the sidewalks, the roads, the cars, the city are one endless landscape—a horizontal connection that must be considered. To use a term of Michael's, these constellations, from interfaces to services to physical goods, make marketing today far more complex than even just 10 years ago. En masse is long over, and this rigorous dissection and complex reading made me feel like I got a master's in marketing. Kudos.

Karim Rashid, Industrial Designer

Solomon is a marketing maverick who compels you to alter the way you think about your customer, your competition, and the not so neatly defined world around you. Everything you thought you knew about marketing will make sense in a completely different context as you look through Solomon's lens.

Kimberly Richmond, Principal, richmondmarketing+communications

Michael stitches the trends of today to the future of consumerism in a way that is both provocative and inspiring. This book should be required reading for every marketer; it's a wake-up call to the undeniable truth that we need to think and attack our challenges in a profoundly new way.

Patrick Rodmell, President, Rodmell & Company Inc.

Get ready to take a sledgehammer to your old way of thinking about marketing and consumers. Michael R. Solomon's newest book turns old-school ideas on their head and helps you see marketing—and the consumers you're marketing to—in an entirely new light. This is a must-read book for anyone who wants to stay up to date on the latest developments in the business.

Jamie Turner, author, speaker, and CEO of 60secondmarketer.com

After blowing up our decades-old model for understanding consumers, the first thing Michael R. Solomon does is, thankfully, give us everything we need to rebuild a new one. Even though we marketers knew deep down that consumers didn't fit so neatly into the "cages" we put them, we didn't have a better way of thinking or understanding them. But that's what this book does: by walking us through the black-and-white thinking that got us in the mess in the first place, Solomon shows us the depth, breadth, and opportunity that lies in all the beautiful shades of gray in between.

Tamsen Webster, Message Strategist, Find the Red Thread

Solomon makes a compelling case for more enlightened marketing in a postmodern world. He shows that simply adapting to the latest consumer trends or fads is no longer enough—something more fundamental is afoot. Use these sample insights to build a better strategy for your business!

John Wittenbraker, Ph.D., Global Director, New Business Development, GfK

Michael R. Solomon introduces readers to two very different worlds. The real world, where individual consumers float seamlessly from one connection to another, defying classification. And an alternative universe, where marketers are still trapped by strictly defined consumer segments and media categories which bear no relationship to real customer behavior. It's time for marketers to make a quantum leap to the real world.

Leslie Zane, President, Triggers Brand Consultancy

The New Chameleons

*How to connect with consumers
who defy categorization*

Michael R. Solomon



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*To Arya, Evey, and Rose:
My favorite chameleons*

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ABOUT THE AUTHOR

Michael “wrote the book” on understanding consumers. Literally. Hundreds of thousands of business students have learned about marketing from his books including *Consumer Behavior: Buying, Having, and Being*—the most widely used book on the subject in the world.

Michael’s mantra: We don’t buy products because of what they do. We buy them because of what they mean. He advises global clients in leading industries such as apparel and footwear (Calvin Klein, Levi Strauss, Under Armour, Timberland), financial services and e-commerce (eBay, Progressive), CPG (Procter & Gamble, Campbell’s), retailing (H&M), sports (Philadelphia Eagles), manufacturing (DuPont, PP&G), and transportation (BMW, United Airlines) on marketing strategies to make them more consumer-centric. He regularly appears on television shows including the *Today Show*, *Good Morning America*, and CNN to comment on consumer issues, and is frequently quoted in major media outlets such as the *New York Times*, *USA Today*, *Adweek*, and *Time*. Michael is a contributor at Forbes.com, where he writes about issues related to consumer behavior, marketing, and retailing.

As a Professor of Marketing (in the Haub School of Business at Saint Joseph’s University in Philadelphia) and an industry consultant, Michael combines cutting-edge academic theory with actionable real-world strategies. His articles, published in journals including *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Advertising*, *Journal of Retailing*, and *Journal of Business Research*, have been cited over 30,000 times. He helps managers get inside the heads of their customers so they can anticipate and satisfy their deepest and most pressing needs—today and tomorrow. An executive at Subaru said it best: “The man is a scholar who is current and street-wise.”

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