

BOB GARFIELD

Bob Garfield has never held a job with an agency or marketer. He has no relevant education, experience or data. He owns exactly one dark suit. He is also the most prominent commentator and analyst of advertising and marketing who has ever lived. His weekly *MediaPost* column explores the frontiers of 21st-century marketing and media or whatever crosses his mind as deadline approaches. His bi-weekly column for the *Guardian* does the same but adds a “u” to “labour.”

For 25 years, his AdReview column in *Advertising Age* evaluated, vetted, parsed, deconstructed and offered uncanny prognostications for thousands of ads from hundreds of agencies worldwide based on such criteria as strategy, communication, taste, ethics, brand relevance, cultural relevance and craftsmanship. Over the past decade, he has also famously – and presciently – chronicled the digital revolution, culminating in his landmark 2009 book, *The Chaos Scenario*. His previous book, the 2003 manifesto on advertising *And Now a Few Words from Me*, is published in eight languages – including, of course, Bulgarian. His forthcoming *Can't Buy Me Like*, co-authored with Doug Levy, will be published by Penguin Portfolio in March 2013.

In another life, Garfield is co-host of National Public Radio's weekly Peabody Award-winning magazine program “On the Media.” For many years, Garfield was the advertising analyst for ABC News. He's been a regular on Financial News Network, CNBC's “Power Lunch” and “Adam Smith's Money Game” on PBS. He also has been quoted by every major

American newspaper, news magazine and broadcast news program, due to his appalling willingness to tackle subjects he doesn't necessarily understand. He is a founding, albeit unconscientious, contributor to the Watchdog Blog of the Nieman Foundation for Journalism at Harvard University. He's been a contributing editor for *The Washington Post Magazine*, *Civilization* and the op-ed page of *USA Today*. He has also written for *The New York Times*, *Atlantic*, *Playboy*, *Sports Illustrated*, *Wired* and many other publications.

As a lecturer, panelist and emcee, he has appeared in 36 countries on six continents, including such venues as the Kennedy Center, the U.S. Capitol, the Rainbow Room, Broadway's Hudson Theatre, the Smithsonian, Circus Circus casino, Nashville's Ryman Auditorium (Grand Ole Opry), the Federal Trade Commission, the United Nations, Harvard, Columbia and Princeton universities and, memorably, a Thai Kickboxing ring in Cape Town, South Africa. It was for such public appearances that he bought the suit.

Speaking Topics

- It's Better to be Admired than Ad Mired
- Indifference is Expensive. Hostility is Unaffordable. Trust is Priceless.
- Purpose-based Marketing Trumps Cause Marketing
- Venn and the Art of Relationship Maintenance
- The Social Media Mindset
- Six Steps to Relationship Era Nirvana

About the Book

Today's brands face an apparent choice between two evils: continuing to slash their increasingly ineffective advertising or putting blind faith in the supposedly mystical power of social media, where “likes” stand in for transactions and a mass audience is maddeningly elusive. There has to be a better way..

We've entered the “Relationship Era,” where the only path for businesses seeking long-term success is to create authentic customer relationships. Not through hip social media promotions, viral videos or blizzards of micro-targeted online ads. Those tactics, which simply disguise old ways of thinking with new technology, just don't work in the long run.

So what does work? Where do “authentic customer relationships” come from? The answers will make some leaders sigh with relief while others rip their hair out: Honesty. Transparency. Shared values. A purpose beyond profit.

It may sound like the woo-woo language of self-help books and inspirational wall posters. But as Bob shows, it's the deadly serious reality of business in the 2010s. Some companies, such as Patagonia, Panera Bread and Krispy Kreme, have already embraced the Relationship Era and are enjoying consistent growth and profits while spending substantially less on marketing than their competitors.

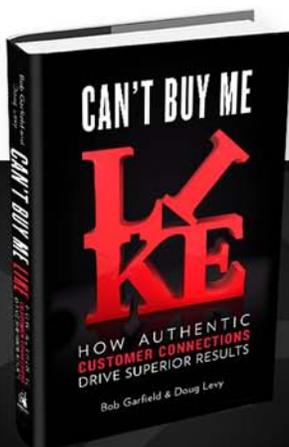
Bob Garfield blends powerful new research, fascinating examples and practical advice to show how any company can thrive in the Relationship Era.

“ Please accept the thanks of a grateful nation for your wonderful presentation on Tuesday morning. Our informal surveys suggest that you are — BY FAR — the most popular speaker the FTC has ever had. ”
Federal Trade Commission Future of News Workshop

“ Thanks so much for your thought provoking and entertaining presentation — it was brilliant as always! ”
OTC National Conference

“ Thank you, thank you, thank you. We needed you, you were there for us and the outcome was the best ever! ”
ADDY Awards

“ At the risk of sounding like a gushing fan, you were fantastic ... If Jay Leno quits his job, you would be a great replacement. ”
Ad Club of Los Angeles



Contact Information

To discuss how Bob Garfield can help make the outcome of your next event a success, contact Sarah Marshall at 214.224.1192, sarah.marshall@meplusyou.com, or visit www.cantbuymelike.com.

- **Facebook:** www.facebook.com/cantbuymelike
- **Twitter:** @bobosphere
- **Bio:** www.bobgarfield.net