

The New View From Object Towers

More random musings of Andrew B. Smith - based on nearly 20 years in hi-tech PR, a liking for the writings of George Orwell, and music, film and books.

July 16, 2007

The Viking Manifesto - why advertising doesn't work and more

[The Viking Manifesto](#) is a new business book that seems to be getting some [attention](#).

Here's the publishers blurb:

"The Viking Manifesto is a call to arms for a new way of doing business. It's about having an original idea and a different way of making it happen. The ancient Vikings got rich with swords and fast ships; the modern ones with safe cars and sippable vodka. Both broke the rules. Both came from nowhere to take the world by storm. Viking brands are trendsetters, yet all have living ties with the past. These brands speak softly, yet all have a story to tell and have succeeded on their own terms. And, they have two virtues that have long ago fallen into disfavour in marketing circles: courage and a sense of humour.

The Viking Manifesto explains why biggest isn't best, why advertising doesn't work and why this is good news; why competition is nonsense; why reward and punishment are an inferior form of motivation and why money doesn't make the world go round. As if this isn't blasphemous enough, The Viking Manifesto tells you which gods to blaspheme, how to create effective PR that no one sees, and why lawyers should wait outside."

Courage and a sense of humour - sounds like a good premise for a manifesto to me. Another one to add to the reading list.

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PR: the least analytical marketing discipline - is this a problem?

I've been ploughing my way through 3 books recently - all on ostensibly different topics - but which have some surprisingly common themes with major implications for the PR industry.

I've listed the books below - with a quick precis on each - and some more general conclusions to follow:

[Competing on Analytics](#) by Thomas Davenport and Jeanne Harris



There is one basic premise to this book - namely that the best performing companies today have put analytics at

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