



Renovate Before You Innovate: Why Doing the New Thing Might Not Be the Right Thing

Sergio Zyman

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According to bestselling marketing expert Sergio Zyman, many companies rely too heavily on innovation to solve their problems. Whenever a brand or business gets old and tired, the impulse is to scrap it and start over with something fresh. It sounds great, but more often than not, innovation simply doesn't work. Zyman knows this firsthand—he was the chief marketing officer at Coca-Cola during the disastrous launch of New Coke.

So what's the alternative? Zyman now preaches the power of renovation, not innovation. Recapture the essence of your existing brands, products, and core competencies, and do more of the things that made you great in the first place. For instance, Coca-Cola's essence was about authenticity, continuity, and stability, and New Coke undermined all three qualities. It seems obvious in retrospect, yet too many managers are so impressed by innovation that they approve ideas no one will buy, such as premoistened toilet paper or smokeless cigarettes.

With *Renovate Before You Innovate*, Zyman explains the tools managers need to revitalize their marketing strategies and improve their growth rates. This book will challenge the conventional business wisdom and help companies make smarter decisions.

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