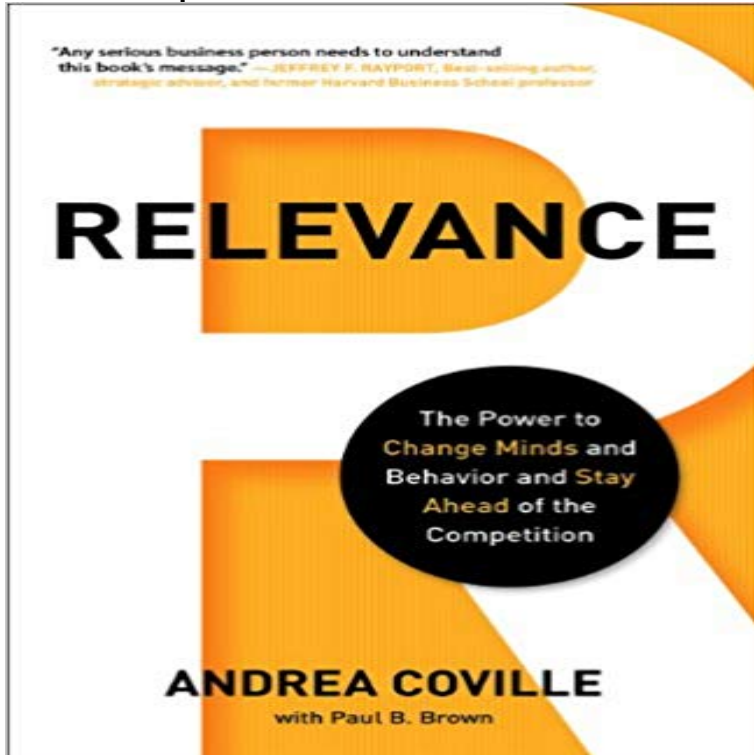


# Relevance: The Power to Change Minds and Behavior and Stay Ahead of the Competition



Today, when companies and customers are faced with an infinite number of messages, the word relevance has taken on a new meaning and dimension. We know that relevance matters, but what does that mean exactly? Andy Coville guides leaders and executives toward the realization that if they can focus on a single, guiding principlea magnetic onethat permeates their brand or company, customers will not only engage but change thinking and behavior in turn. Relevance takes us through the dimensions of relevanceboth qualitative and quantitativein order to find the starting point on the Relevance Scale: where we are and where to go from here. The book walks the reader through the elements of staying relevant as well as the circumstances that contribute to establishing a relevance platform. The author offers many examples as well as explaining messaging strategies. Whether you are working with a consumer product, a nonprofit, or a B2B company, Andy Coville believes you, your brand, or your company have the power to change and influence behavior and make an impact.

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