



Forum för talare

November 2007

Noah Kerner

The iPod of My Industry

A killer application is a powerful thing, which is why people are always looking for one.

In the age when more and more people believe there is a short-cut to cool, however, companies are increasingly frantic in their chase for one of those killer apps. And as a result, they're more likely than ever to be looking in someone else's backyard.

Today, everyone wants to be ... the iPod of their industry!

How many times have you heard someone utter that phrase or a phrase just like it? And how many times have you thought to yourself: "Like, who doesn't, dude?"

Of course people want to be the iPod of their industry. Who doesn't want to be behind an amazing, original idea that single-handedly revolutionizes a business model?

But as Martin Puris, an advertising legend responsible for such campaigns as BMW's "Ultimate Driving Machine", told us . . . "Looking in another person's backyard is usually a replacement to thinking for yourself - and unless you can execute better than your neighbor it's a surefire way to be second-best."



Noah Kerner

Noah Kerner, började sin karriär som DJ, är bästsäljande författare och numera reklamguru i New York

[För mer information om Noah kerner - klicka här!](#)



Forum för talare

November 2007

Noah Kerner

The next time someone says they want to be the iPod of their industry, ask them this: before he came up with the iPod, did Steve Jobs walk around telling people he wanted to be the Sony Walkman of his industry?

Extracted from **Chasing Cool: Standing Out in Today's Cluttered Marketplace** by Gene Pressman and Noah Kerner

Who is Noah Kerner?

At 23, Noah was managing online marketing for the VH1 Group and by 25 he had co-founded Noise, a leading edge marketing agency which specializes in reaching young adults with unconventional marketing strategies, innovative design, and next generation ideas. The company has been featured twice on 60 Minutes as the people "to go to if you want to influence the choices of that fickle, unpredictable 20-something demographic." As CEO, Noah and his team build break through campaigns for clients such as Bacardi USA, JP Morgan Chase, Six Flags, Chevrolet, Sprite, and Yahoo.

In May 2007, Noah's anticipated business book *Chasing Cool: Standing Out In Today's Cluttered Marketplace* was published. Co-authored with legendary creative visionary Gene Pressman, the former co-CEO of Barneys, the book's razor-sharp examination of branding and popular culture is furnished with exclusive insights from more than 70 of today's brand-building icons from Clive Davis, Russell Simmons, Bob Pittman and Sofia Coppola to Ian Schrager, Christina Aguilera, Tony Hawk, and Tom Ford.

Noah was recently featured in Billboard Magazine's "Top 30 Under 30" most influential business and entertainment executives. He speaks at events like Fairchild Publications' annual CEO Summit and contributes to such media as Advertising Age and Departures Magazine. He is a graduate of Cornell University where he double majored in Economics and Psychology.