



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

*Andrea Coville, Paul B. Brown*

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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 principle--a magnetic one--that permeates their brand or company, customers will not only engage but change thinking and behavior in turn. Relevance takes us through the dimensions of relevance--both qualitative and quantitative--in 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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