



# The Guiding Purpose Strategy

By Markus Kramer with Tofig Husein-zadeh

## PRESS RELEASE

*Define your Purpose — and propel your business, your brand or indeed yourself into a bright future with this accessible guide from an established brand management expert.*

### The Know-Why is the new Know-How

**The Guiding Purpose Strategy** — or in short GPS — is a thought-provoking deep-dive into the transformational power of Purpose. The book unfolds against the backdrop of continued acceleration and change, leading to overwhelming complexity and the requirement for brands, businesses and individuals to find new and better ways of navigating the future in the era of radical transparency and empowered consumers.

**The Guiding Purpose Strategy** looks at Purpose through the lens of contemporary brand management and takes stimulation from the luxury industry, where strategy and meaning-making have stood the test of time. The

result is a unique blend of philosophical reflection, accumulated experience, case-studies and practical business frameworks. Building on 20 years of experience of working with and for some of the most successful brands including Harley-Davidson and Aston Martin, Markus Kramer demonstrates how the application of the simple, effective and intuitive GPS Framework can help create brand- and value systems that lead to prosperity beyond monetary returns.

The authors, being from different generations and nationalities, are crossing philosophical and cultural boundaries, making **The Guiding Purpose Strategy** a refreshing must read for entrepreneurs, senior executives and individuals looking to understand and expand on the power of Purpose in the 21st century.

**About the authors:** Based in London and Zurich, Markus Kramer is a partner at Brand Affairs, a specialised consulting agency advising boards and executives on all aspects of strategic positioning and brand management. The broad range of brands Markus has worked with include Harley-Davidson, Aston Martin, Ferrari, banks & financial service providers, governments, NGOs, startups and many more. Markus is a visiting Associate Professor in Brand Management at Cass Business School in London and a recognised thought leader in the fast-paced world of cutting edge brand management. He speaks regularly at select business schools and conferences globally. Markus holds degrees in Marketing & Brand Management from the University of California at Berkeley, an MBA (hons.) from the Saïd Business School at the University of Oxford and a Certificate in the Future of Commerce from MIT. Based in Istanbul, Tofig Husein-zadeh is a brand strategist, business writer, psychographics researcher, translator and speaker. A former writer for Harvard Business Review, Tofig's articles about luxury brand management are published by The Brand Age and Campaign and he is the founder of the biannual print magazine The Intelligentsia.

**The Guiding Purpose Strategy** by Markus Kramer with Tofig Husein-zadeh (published by Clink Street Publishing 30th November 2017) is available to purchase from online retailers including [amazon.co.uk](https://www.amazon.co.uk) and to order from all good bookstores. For more information please visit [www.guidingpurposestrategy.com](http://www.guidingpurposestrategy.com) or [www.markuskramer.net](http://www.markuskramer.net)

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