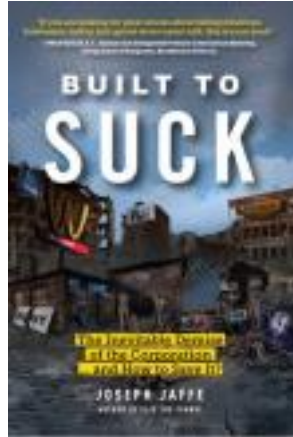


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Marketing Expert Reveals The Key to Companies' Survival and Success... is to "SUCK LESS"

Joseph Jaffe Exposes an inconvenient truth in New Book - The Day of the Corporation is Coming to an End!

Built to Suck: The Inevitable Demise of the Corporation... and How to Save It?

"With business growth and tenure over time comes suckage," says business strategist, marketing expert and serial entrepreneur Joseph Jaffe. His fifth book, *Built to Suck: The Inevitable Demise of the Corporation...and How to Save It?* focuses on the reality that the very thing responsible for the success of corporations – size, scope, scale – is the now the single biggest contributor to its demise. Large companies have lost their competitive edge and they are slowing down when the world is speeding up. In the book, Jaffe ponders if it is too late to save them. *Built to Suck* is set for release by IdeaPress Publishing in March 2019.

"The day of the corporation is coming to an end," says Jaffe. "As the entrepreneurial revolution rises, the corporate legacy world of lethargic, conservative, risk averse, dysfunctional, siloed, political shenanigans is coming to a close."

Built to Suck doesn't pull any punches in outlining the coming *Corporapocalypse*, but at the same time outlines a way forward. "Companies have to embrace their inner heresy in order to survive," he explains. "It is only through this cathartic process that transformation can occur,

combined with the ability and extent to which they can deliver against the four pillars of Digital Disruption, Talent Resurrection, Customer Obsession and Corporate Citizenship."

So is there a happy ending? "Not so fast," Jaffe warns. "Companies just can't get out of their own way and it may very well be too little, too late. No one escapes the sands of time. If scores of civilizations or empires have fallen, how arrogant are we to expect the Corporate Era to cheat the inevitable?"

Jaffe is a multiple author, serial entrepreneur and one of the most sought-after consultants, speakers, and thought leaders on marketing, innovation and change. He is Admiral at the HMS Beagle, a strategic consultancy that helps its clients navigate the journey to survival.

Jaffe has worked with the likes of Pearson, Nestle, Purina, Steelcase, Colgate-Palmolive, Mondelez International, Keurig, Dr. Pepper and many more. *Built to Suck* follows Jaffe's four previous books: *Life After The 30-Second Spot*, *Join the Conversation*, *Flip the Funnel* and *Z.E.R.O.*

Jaffe's impassioned, straight-shooting and honest perspectives have found their way to every major media outlet, including CBS Evening News, ABC World News, Bloomberg, NPR, The Wall Street Journal, New York Times, USA Today, Fortune, Newsweek, Business Week, Ad Age, Adweek and the list continues.

Advance Praise for *Built to Suck*

Professor Philip Kotler - S. C. Johnson & Son Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University

"I enjoyed this book. It has a punchy quality and is hard to put down. In *Built to Suck*, Jaffe prescribes the four best pills to prolong the life of your company."

Douglas Rushkoff - Founder, Laboratory of Digital Humanism and Professor of Media Theory and Digital Economics, CUNY/Queens; Research Fellow, Institute for the Future

"Corporations suck, but commerce doesn't have to. Other than scrapping business altogether and starting the economy all over again so that it serves real people, this is the best map to taking your company from here to there."

Barbara Corcoran - Founder of The Corcoran Group & Shark on hit TV show *Shark Tank*

"The Entrepreneurial Revolution is real. Joseph offers up a clear and accurate assessment of the current landscape and where its heading. There is a new world order and it's being run by startups!"

Chris Burggraeve - former CMO AB InBev, founder Vicomte, author of "Marketing is Finance is Business"

"Jaffe may feel at first like the High Sparrow of Paranoia. He is in fact Andy Grove 2.0 - a master provocateur on steroids. Strip away the raw and uncomfortable, and his core survival message is more painfully relevant than ever."

Jim Stengel - Author of *Unleashing the Innovators and Grow*, and former Global Marketing Officer, Procter & Gamble

"With his inimitable style, Joe paints a dire picture for large companies...but then counters with a simple, pragmatic "four-pillar" antidote. I suggest you read on, and get to work on building your business on Joe's four pillars."

Bob Liodice - CEO, Association of National Advertisers

"Joseph Jaffe has done it again. This time, he's brilliantly demonstrated how companies' ages are just like people. Corporations must stay young, fit and agile – or face the outcomes of company weight gains, vision problems, hearing difficulties, flab, dementia and an early death. Jaffe keeps us focused on growth, vibrancy and relevancy – the ingredients for long term riches and rewards – and a happy life. Thank you, Joe, for this fascinating perspective."

Rishad Tobaccowala - Chief Growth Officer, Publicis Groupe

"Joseph Jaffe is no shrinking violet. He tells truth to power and calls out the turd on the table. He shoots straight, to the point, and between the eyes. Read this!"

For more information, visit www.BuilttoSuck.com and follow on Twitter @JaffeJuice.

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Synopsis (from inside flap)

In late 2018, Amazon founder Jeff Bezos addressed his entire staff in an all-hands meeting. "Amazon will fail and go bankrupt one day" he said. "Your job is to delay this for as long as possible!"

Advertising icon, Jay Chiat, once said: "Let's see how big we get before we suck." In *Built to Suck*, longtime corporate provocateur Joseph Jaffe argues that the

Corporate Era is rapidly coming to an end. The biggest reason? The central operating system that powers the corporation, namely SIZE, will be its downfall. Size is no longer a growth enabler; it's a growth inhibitor.