



A New Book from Kevin Clancy and Peter Krieg



Share the Antidote to Malcolm Gladwell's *Blink* With Your Colleagues

Your Gut Is Still Not Smarter Than Your Head
How Disciplined, Fact-Based Marketing
Can Drive Extraordinary Growth and Profits

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About the Authors



Kevin Clancy

I'm **Kevin Clancy**, the Chairman of [Copernicus Marketing Consulting](#), a research-driven consulting firm with an international clientele. I've had the distinct privilege of working with many of the best known, most loved brands around the world—Absolut Vodka, AT&T, BMW, ExxonMobil, Hewlett Packard, Johnson & Johnson, Pepsi, Procter & Gamble, The Hartford, and Universal Studios to name a few—to grow organically through better marketing and launching successful new products. My areas of expertise include marketing process improvement, marketing organization, advertising and media strategy, and marketing research. I give speeches at major business and industry conferences, contribute articles, quotes and thinking to business and marketing media, and offer counsel to CEOs and CMOs on an on-going basis.

My other books include the best-selling *Marketing Myths That Are Killing Business* and *The Marketing Revolution*, as well as [Counterintuitive Marketing](#), the book the American Marketing Foundation named one of the top five books in marketing.

And I'm **Peter Krieg**, President and COO of [Copernicus Marketing Consulting](#). Like Kevin, I've been working with Fortune 500 and other leading brands to grow their brand equity and profit line for close to 30 years. I've been particularly involved with our international operations and working with brands to understand customers in markets around the globe. I have particular industry expertise in retail, travel & hospitality, adult beverages, and B2B, and my past and present client list includes AutoZone, Brahma and Skol Beers, Burberry, ExxonMobil, Gartner, Holiday Inn Hotels, Pernod-Ricard, RadioShack, Saks Fifth Avenue, and Texas Instruments. I'm particularly excited about the work we're doing in the Middle East with several leading companies including Dubai Holding.



Peter Krieg

My other books include [Counterintuitive Marketing](#) and *Market New Products Successfully Using Simulated Test Marketing*.

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