

**Lovemarks**

**By Kevin Roberts**

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**Kevin Roberts - Wikipedia, the free encyclopedia -**

Kevin Roberts may refer to: Kevin Roberts (businessman) (born 1949), executive with the advertising agency Saatchi & Saatchi  
Kevin Roberts (footballer, born 1989

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Mar 28, 2013 Kevin is the CEO Global of Saatchi and Saatchi, and best selling author of Lovemarks. During his talks he explains the importance of infusing any business

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Kevin Roberts is Executive Chairman of Saatchi & Saatchi and Head Coach of Publicis Lovemarks was named one of the ten Ideas of the Decade by Advertising Age in

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by Kevin Roberts, CEO Worldwide, Saatchi & Saatchi Foreward by A.G. Lafley, Chairman, Procter & Gamble. Business / Advertising Theory / Consumer Culture

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Lovemarks is a marketing concept that is intended to replace the idea of brands. The idea was first widely publicized in a book of the same name written by Kevin

**Home - SaatchiKevin -**

Kevin Roberts is the Executive Chairman of Saatchi & Saatchi, one of the world's leading creative organizations.

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