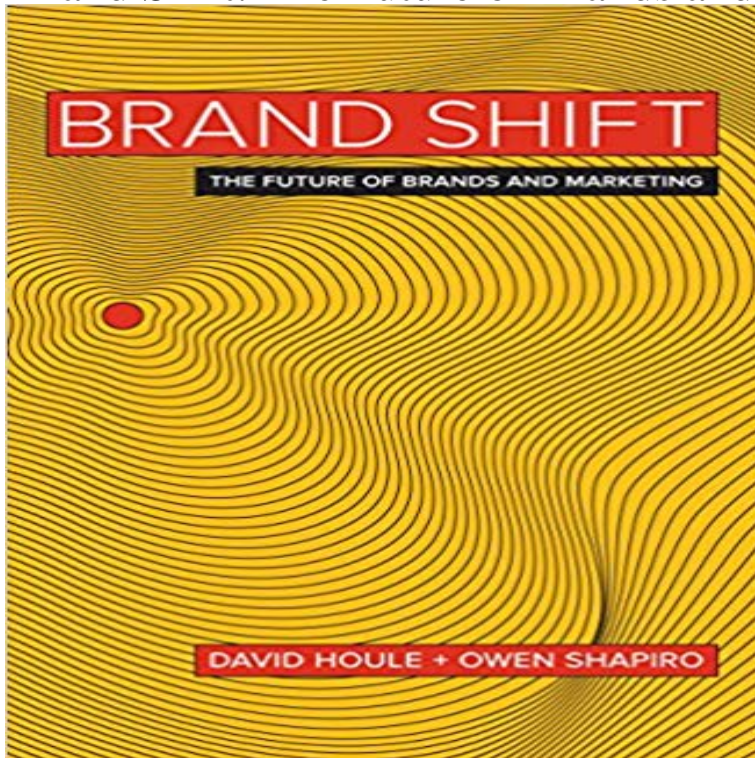


Brand Shift: The Future of Brands and Marketing



In their book, *Brand Shift: The Future of Brands and Marketing*, David Houle and Owen Shapiro deliver a powerful and persuasive look at how cultural change and accelerating technological advancement will affect brands and marketing in the years ahead. Through a fascinating study of the history of brands and a detailed, cogent analysis of current trends, the authors unveil a compelling forecast of how brand marketers will need to meet the novel demands of branding in the 21st century. Business leaders who intend to successfully engage the future will find this book an invaluable resource. The Internet of Things is evolving a new kind of collective consciousness, one which demands that brand marketing embrace and leverage the ensuing inevitable social changes. Big Data and the future of human communications have profound implications for brands and marketing. Brands that embrace and reflect these transformations have the potential to assume ever more important roles in our society, engendering life style enhancements for consumers through trust and a commitment to serving the greater good. Praise for *Brand Shift* There are many books on how to build brands in the 20th century. This is the first to show what it will take to build successful brands in the 21st century. Philip Kotler?S. C. Johnson & Son Distinguished Professor of International Marketing Kellogg School of Management, Northwestern University Ive known David Houle since he was part of our team at MTV as we re-invented how brands connected to consumers in that era. Today, as media continues to evolve and brands are seeking to effectively connect with consumers wherever they are, on multiple platforms and devices, Houle and his co-author Shapiro are helping marketers understand how to make those connections now. Robert Pittman - Chairman and CEO of Clear Channel

Communications I loved Brand Shift! It provides an insightful look into the future of how brands will be marketed. Houle and Shapiro address the trends and challenges marketing professionals will face in the future and offer clear concepts and strategies to ensure that CMOs can succeed in the years ahead. I finally have a clearer view of where to go! Ann Rhoades, President People Ink, Founding Executive Jet Blue and Former Executive, Southwest Airlines By offering a thorough understanding of the history of brands and how technology, artificial intelligence, and Big Data will influence marketing trends, Houle and Shapiro deliver a compelling strategy for navigating the inevitable global shifts already challenging marketing professionals. Scott Meadow, Professor of Entrepreneurship at University of Chicago Booth School of Business Successful marketers embrace change as an opportunity to build stronger brands. Brand Shift provides a fascinating look at future social and technological changes that will create disruptive and powerful brand marketing opportunities. A must read for those responsible for future brand marketing. Mark Hansen - Former CEO PetSmart/President Sams Club

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