## Contents

Foreword xi  
Preface xvii

### SECTION I  
The Problem

1. The End of Mass Media 5  
2. What’s Eating the 30-Second Commercial? 12  
4. The Vicious Cycle 23  
5. The End of the Line 29  
6. A Perfect Storm Is Brewing 35

### SECTION II  
The Solution: Re:think Four Fundamentals of Marketing

7. Re:think the Changing Consumer 47  
8. Re:think Branding 67  
9. Re:think Advertising: Make Advertising Relevant Again 78  
10. Re:think the Agency: Fix the Agency Mess 104

### SECTION III  
10 Approaches That Are Transforming the Marketing and Advertising Games

11. The Internet 109  
12. Gaming 133  
13. On-Demand Viewing 147  
14. Experiential Marketing 175
15. Long-Form Content 187
16. Communal Marketing 199
17. Consumer-Generated Content 220
18. Search 231
20. Branded Entertainment 255

Epilogue 271
Index 277