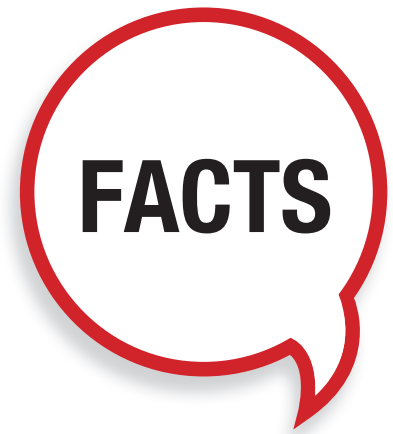


THE NATURE OF MARKETING

Marketing to the Swarm as well as the Herd

By Chuck Brymer



The Nature of Marketing looks at how principles of marketing are being rewritten by the behavior of digitally connected communities. It puts trends ranging from viral marketing to social networks and Web 2.0 in the context of dynamics that we see in schools of fish or flocks of birds, unlocking the future evolution of consumer behavior and marketing.

Author Chuck Brymer, President and CEO of DDB Worldwide and one of the foremost experts on brands and marketing, explores how these communities form, interact and disperse, and how we can co-op these new forces of nature and technology to be more effective marketers -- engaging the social dynamics of the swarm as well as the herd of individual consumers:

- How a small number of people – sometimes even one person – can quickly become the voice of one hundred, one thousand, or one million and more.
- Why the rules of marketing are being rewritten by human swarms that are fueled by the connectivity and speed of the social networking generation.
- How a new marketing plan is needed to engage communities, as brand communications move from monologue to dialogue.

Key points for the classroom:

- Chapter 1: How digital communities are changing consumer behavior from herds of individuals to swarms of linked social networks.
- Chapter 2: How these digital communities follow simple rules, like swarms in nature, which lead to the emergence of current and future consumer behavior.
- Chapter 3. How we have entered an age of "reference, not deference" where digital communities are influenced by each other as well as traditional marketing.
- Chapter 4. Why "speed is the new big," exploring the mechanics of a digital marketing outbreak.
- Chapter 5. The first law of engaging a community: the conviction of a strong brand identity.
- Chapter 6. The second law of engaging a community: collaboration and co-creation
- Chapter 7. The third law of engaging a community: using creativity to build community
- Chapter 8. Finding points of swarm attraction such as free things, pleasure, and self-interest
- Chapter 9. The Chief Community Officer, a new agent for your brand
- Chapter 10. A blueprint for a consumer-driven society – how the swarm is changing marketing forever, in the Web 2.0 era and beyond

For more information or inquiries about possible speaking events, please contact: Dylan.Moulton@palgrave-usa.com