

CONTENTS

PREFACE
BY PHILIP THOMAS
8

INTRODUCTION
BY ARIANNA HUFFINGTON
14

01
THE CREATIVE REVOLUTION:
GOOD ART. GOOD WRITING.
GOOD BUSINESS.
28
EYE WITNESS: PAOLA GREEN
32

02
WORDS SPREAD:
ADVERTISING AND THE LANGUAGE
OF POPULAR CULTURE
36
EYE WITNESS: JEFF GOODBY
40

03
THE AGE OF THE IMAGE:
FROM WARHOL AND SAATCHI
TO THE VISUAL SOLUTION
58
EYE WITNESS: DAVID BAILEY
70

04
GRANDS PRIX AND OSCARS:
ADVERTISING GOES TO HOLLYWOOD
84

EYE WITNESS: SIR JOHN HEGARTY
08

05
CONSOLIDATION:
GLOBAL BRANDS AND THE FLAT WORLD
108
EYE WITNESS: LEE CLOW
128

08
HEARTS AND MINDS:
THE SELLING OF POLITICS
130
EYE WITNESS: LORD RELL
142

07
GOODVERTISING:
ADVERTISING'S SOCIAL CONSCIENCE
152
EYE WITNESS: DAVID DROGA
168

08
DOT COMMUNICATIONS:
THE WORLD GOES ONLINE
178
EYE WITNESS: FERNANDA ROMANO
188

09
THE END OF THE BEGINNING:
TRADITIONAL ADVERTISING
IN THE DIGITAL AGE
198
EYE WITNESS: PIYUSH PANDEY
210

10
FROM SEARCHING TO SHARING:
SOCIAL NETWORKS AND
SOCIAL CURRENCY
226
EYE WITNESS: AARON KORLIN
& VALDEAN KLUMP
242

11
FROM SOAPS TO APPS:
CONTENT COMES FULL CIRCLE
254
EYE WITNESS: BRIAN DILORENZO
266

12
AFTER ADVERTISING:
CONNECTING PRODUCTS TO
CONNECTED PEOPLE
278
EYE WITNESS: BOB GREENBERG
288

INDEX
288

ACKNOWLEDGEMENTS
318