

READ

APPLY

EXPERIENCE

Augmented Reality

Authenticity

I see it, therefore it is!

Ambient Advertising

Social Media

Marketing to Millennials

Your Big Life Project

Choice Architecture

Social Loafing

Involvement as the Big Arbiter

Framing Effect

The Enchanted Consumer

Parody Consumption

Let's Talk Race: Starbucks' Social Experiment

You may talk but I will listen only to myself.

Behavioral Economics

Five Exchange Resources

Nostalgia

Brands to adore, brands to love

Bobos in Paradise

Some of my decisions intrigue me.

The idea that marketers create consumer needs is overrated

How Brands Charm Women Consumers: Let Us Count the Ways

Collaborative Consumption

Status Crystallization

I like what marketers offer, but I have to be vigilant.

Forming the Frame, not Targeting

Beer illusion @ MIT Pub

Style Me Sustainable

Identity Construction in a Digital World

Meta Cognition

SAVVY MARKETER

The Global Consumer

Consumption Tribes

5 Ps of Marketing

With brands I build my Identity

Nudie Jeans: The Naked Truth About Denim