

Sisomo: The Future on Screen



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A new word has been introduced into the global language bank, and this stylish book is its debut. A richly nuanced collection of text and imagery, sisomo: the future on screen is a book to conquer hearts and set minds spinning with questions. For business, reaching consumers has become a challenge on the scale of climbing Mount Everest. The mass market is splitting like an Arctic ice shelf, the media is fragmenting—and brands have taken a big hit.

This environment presents an unavoidable conundrum for marketers and advertisers as they struggle to find new ways to work. Television, once the shining knight of

emotional messaging, is suffering deeply as networks scramble to retain audiences. A radical shift is also occurring in the relationship between consumers and the media. Where consumers were once passive in the face of the mass market, they are now savvy individuals wired into the greatest information network the world has ever known. Like it or not, says Kevin Roberts, author of the hugely successful Lovemarks: the future beyond brands , “Creating emotional relationships with the Consumer is the business challenge of the century.”

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