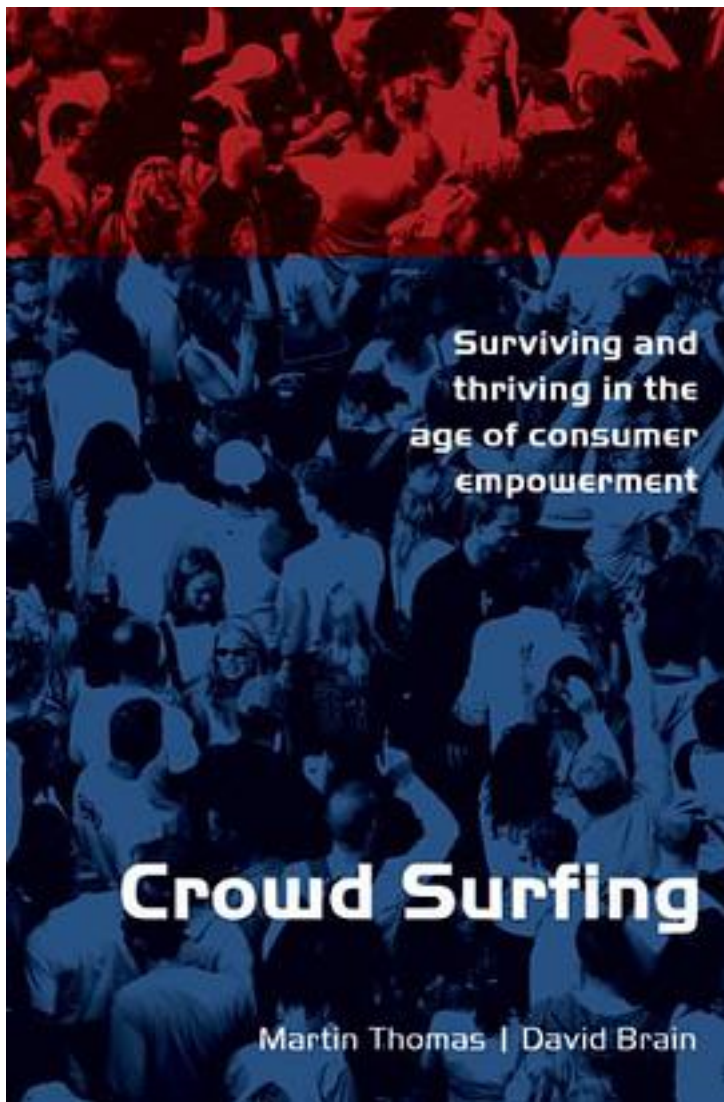


Crowd Surfing



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The way people buy has gone through a massive revolution in recent years. Empowered customers know exactly what they want and can now explore many ways to get it. Martin Thomas and David Brain explain what marketers, advertisers, and brand specialists need to do to communicate with today's savvier consumers.

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