

New E-Book - Brands in Networks

Thu, Oct 2, 2008 | Posted by [Antony Mayfield](#)



Anyone working in media and marketing today will spend the rest of their careers in a world where rapid change and disruption are a constant. The web, the social web, changes everything: this book is about the fundamentals that are driving the web revolution and how brand owners can develop strategies and ways of thinking that will help them to adapt and succeed in the age of networks.

I hope you enjoy it, please leave any feedback or comments below.

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