INTRODUCTION	1
10 NEW REALITIES	8
PART 1	
FLIPPING THE BRAND	
PRODUCTS → MEANING	19
TANGIBLE → IMMATERIAL	24
SELLING → ENROLLING	28
COMPANY IDENTITY - CUSTOMER IDENTITY	32
BETTER PRODUCTS → BETTER CUSTOMERS	36
CUSTOMER SEGMENTS ~ CUSTOMER TRIBES	40
TRANSACTIONS TRELATIONSHIPS	46
PART 2	
LEADING THE TRIBE	
AUTHORITY → AUTHENTICITY	51
COMPETING → DIFFERENTIATING	57
PROCESSES → VALUES	62
FEATURES > EXPERIENCES	68
PUNISHMENT > PROTECTION	77
PART 3	
DESIGNING THE WAY FORWARD	
DECIDING - DESIGNING	85
PLANS - EXPERIMENTS	92
OVERCHOICE SIMPLICITY	100
STATIC BRANDS - LIQUID BRANDS	104
STORYTELLING - STORYFRAMING	114
PURCHASE FUNNEL → BRAND LADDER	120
TAKE-HOME LESSONS	131
RECOMMENDED READING	134
ACKNOWLEDGMENTS	136
INDEX	139
NOTES	145
ABOUT THE AUTHOR	146