



# Crowd Surfing: Surviving and thriving in the age of consumer empowerment

*Martin Thomas, David Brain*

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The way people buy has gone through a massive revolution in recent years: thanks to blogs, review sites and chat rooms, we no longer have to rely on what a company says about its products and services - we can read what our fellow consumers think about what they've bought, and make our own decisions bearing those views in minds. The result? Empowered customers who know exactly what they want and who can now explore many ways to get it.

Many companies, however, just won't accept that things have changed and haven't adjusted their marketing efforts to match. In *Crowd Surfing*, David Brain and Martin Thomas explain what marketers, advertisers and brand specialists need to do to communicate with today's savvier consumers. They include case studies of successes and failures from the business world and beyond, and interview leaders such as Michael Dell and Sebastian Coe to help illustrate their points.

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