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book focuses on leveraging the  
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some of the best elements of the previous eras will likely play important roles (maybe even forever) as we move into the seventh.

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My keynote that sums up the introduction to my new book with Carla Johnson called Experiences: The 7th Era of Marketing.

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The 7th Era of Marketing and  
immediately started to consider  
what it meant to the future of all

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Marketing. While much of this book focuses on leveraging the transition from the Relationship Era to the Experiences Era by leveraging content I think this book signals a much bigger moment in the world of marketing.

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