

CONTENTS

Acknowledgements xi

List of Figures xii

Introduction xvi

PART I Setting the Scene – The Tangled Worlds of Brands and Social Capital I

CHAPTER 1 | Congratulations – It's a beautiful baby brand . . . 3

Efficient and rational – *adjectives of an era* 9

From utilitarian to hedonic – *when needs explode* 11

CHAPTER 2 | Innocent bystanders or calculating protagonists? 18

Consume! Consume! Consume! 20

Which came first – *brands or demand?* 26

CHAPTER 3 | The public gets what the public wants 32

Whatever you do, don't panic . . . 33

The good guys and the bad guys 38

Devotees, Hostages and Critics 39

Concluding remarks 44

PART II The 'Unsustainability' of Sustainability and our Need to Understand the Era of Social Capital Rising 47

CHAPTER 4 | Charge! 49

Once upon a time, everything happened 53

The wisdom of crowds 56
Symptoms and causes 66

CHAPTER 5 | Water, water everywhere – How brands help us choose 70
Maximisers and satisficers 71
We can't have it all 74
Frames 78
Opportunity costs and trade-offs 80
Why encouraging satisficing would be so much better – *for everyone*
82

CHAPTER 6 | It's been emotional 87
Wanting versus liking 92
Where have we ended up? 94
Concluding remarks 98

PART III The Elixir of Life – Literally: Why We Depend on Social
Capital 103

CHAPTER 7 | The 'what' of social capital 107
Social capital defined 109
Forms of social capital 112
Strands of social capital 119

CHAPTER 8 | Trust – Small word, big impact 124
What, then, is trust? 127
Brands and trust 134

CHAPTER 9 | The 'why' of social capital 141
Social capital, brands and society 142
Internal and external audiences 145
Education 147
Neighbourhoods 148
Democracy 149
Health and wellbeing 150

Harmony and social capital	154
Concluding remarks	158

PART IV Towards Social Equity Brands, and How a Social Capital Strategy Gets Us There 161

CHAPTER 10 Stand up Social Equity Brands	167
Social Equity Trait #1: Compelling narratives	169
Social Equity Trait #2: The power of emotion	175
Social Equity Trait #3: From consumer to citizen (who consumes)	178
Social Equity Trait #4: Value-in-use	180
Social Equity Trait #5: Dialogue	183
Social Equity Trait #6: Shared understanding	186
Social Equity Trait #7: Balanced social capital	187
Social Equity Trait #8: From 'accessibility' to 'assessability'	189
Social Equity Trait #9: Intrinsic trumps extrinsic	190
Social Equity Trait #10: It's the experience that counts	192

CHAPTER 11 From the 4Ps to the 5Is – Social Capital Strategy	195
Interconnectedness	201
Inclusiveness	205
Ignition	209
Interest	212
Imagination	215
Inside and out	213

CHAPTER 12 Apples today, with oranges tomorrow – Measuring social capital	222
Measuring the structural component – Dialogue	225
Measuring the cognitive component – Shared thinking	227
Measuring the relational component – Trust	228
The Sustainable Futures Quotient – SFQ	229
Bringing talk, thought and trust together	232
Social capital and brand locus	236
Concluding remarks	243

PART V Broadcast Off, Dialogue On – Invitation to Form Bonding,
Bridging and Linking Capital (Apply Online) 253

**Ten brands heading towards becoming Social Equity Brands – a primer
for conversation 256**

Danone 257

Unilever 258

Pepsi 260

Walmart 261

Equity Bank 262

Vodafone 263

Toyota 264

GE 265

IBM 266

Starbucks 268

End Notes 271

Index 282

<http://www.pbookshop.com>