

Contents

Introduction: Challenging Ptolemy's Imagination	1
1. Your Branding Is Useless	10
2. Traces in a Cloud Chamber	33
3. The New Nike	56
4. The Rise of the Anti-Brand	79
5. The Myth of the Consumer/Producer	104
6. The Outsourcing of Consent	127
7. Games as Purpose, Not Distraction	151
8. It Takes a Company	172
9. The Buzz in Buzz Marketing	195
10. The Emperor's New Clothes	219
Notes	243
Bibliography	249
Index	253