

INTRODUCTION 4

1 BELIEVING IS NOT SEEING. SEEING IS BELIEVING 11

2 LIES, EXCUSES AND FURTHER JUSTIFICATIONS FOR INCONVENIENT TRUTHS 33
3 BRAINS, BRANDS, BYTES, BOLSHEVIK BRAWLS AND TEENAGE TANTRUMS 61
4 CLOUD-HIGH REPUTATIONS. BIG MEDIA PERSONALITIES AND BIGGER DATA 71

5 SMOKE AND MIRRORING 91

6 RINGS OF CONFIDENCE 103

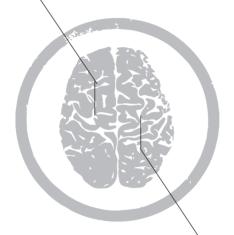
7 EGG WHITES. WHITEWASH AND SNOWFLAKES 127

8 FLATTERED TRUSTED MINDS AND FLUTTERY TRUSTING HEARTS 141
9 UNDER THE INFLUENCE 157

10 FROM ADDICTIVE SELF-INTERESTS TO INTERESTING SELVES 189 11 BRAND ME 221

12 MASLOW: MISUNDERSTOOD? 241

13 THE CHURCH OF BRAND IDEOLOGY.
OPEN FOR REDEMPTION 24/7 263



INTRODUCTION 274

14 IN THE SPOTLIGHT 275

15 CAN WE STILL BE FRIENDS? 289

16 IDS AND CEGOS 303

17 YOU DON'T HAVE TO BE MAD TO WORK HERE:

BRAND LEADERSHIP AND PSYCHOSIS 321

18 BIG BOYS DON'T CRY 339

19 THE AUTHENTIC EMPLOYER BRAND 353

20 BRAND STORIES: TELL – DON'T YELL 371
21 RHETORIC, RULES, REASONING 399
22 THE FINAL QUESTION FIRST 415

