

# Future of Brand Building

How to Compete in an Economy Driven by Transformational Experiences



# Some of the critical questions and issues we will be answering today

- What are "Transformation Economy" and "Transformative Experiences"
- ✓ Key drivers of Transformation Economy growth
- ✓ How create strong Transformation Experiences
- ✓ What skills needed to compete in the Transformation Economy



# Today's Speakers



**David W. Norton**  
Founder  
**Stone Mantel and the Collaboratives**



**Joseph Pine**  
Co-Founder  
**Strategic Horizons LLP**



**JP Kuehlwein**  
**(Moderator)**  
Marketing Leader, M&C  
Center  
**The Conference Board**

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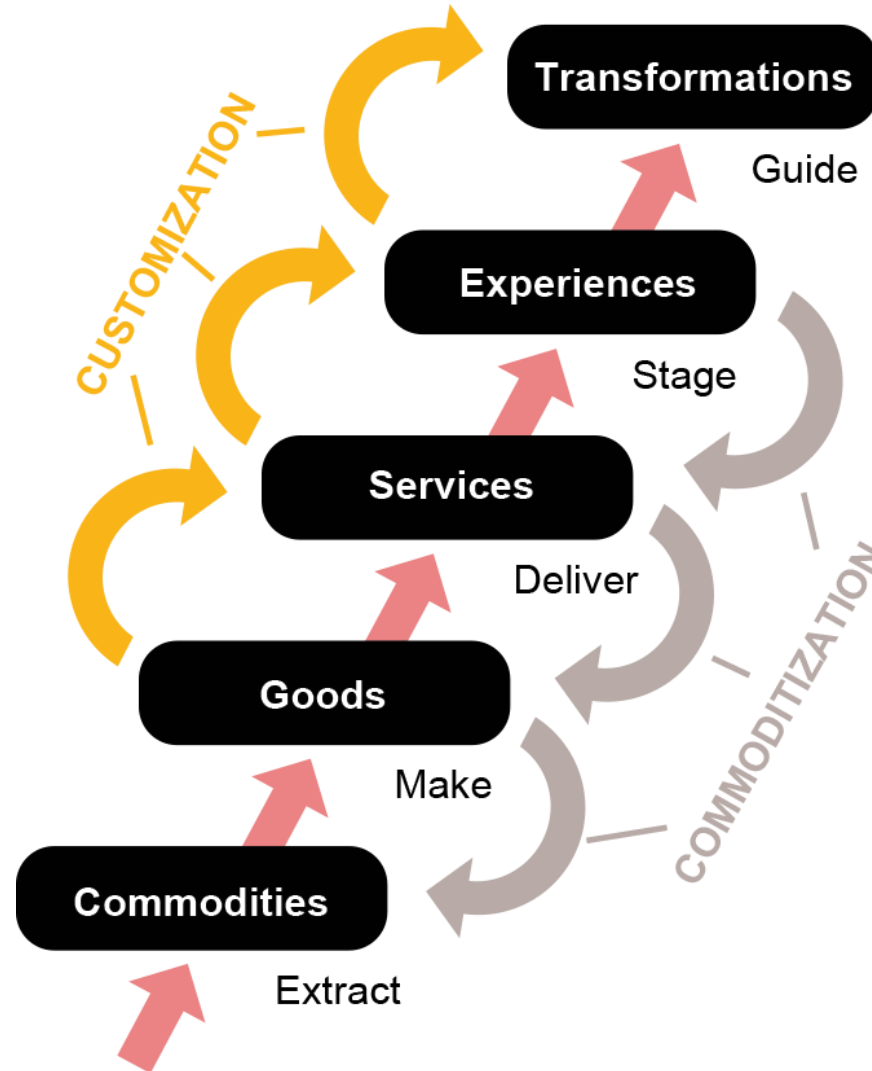
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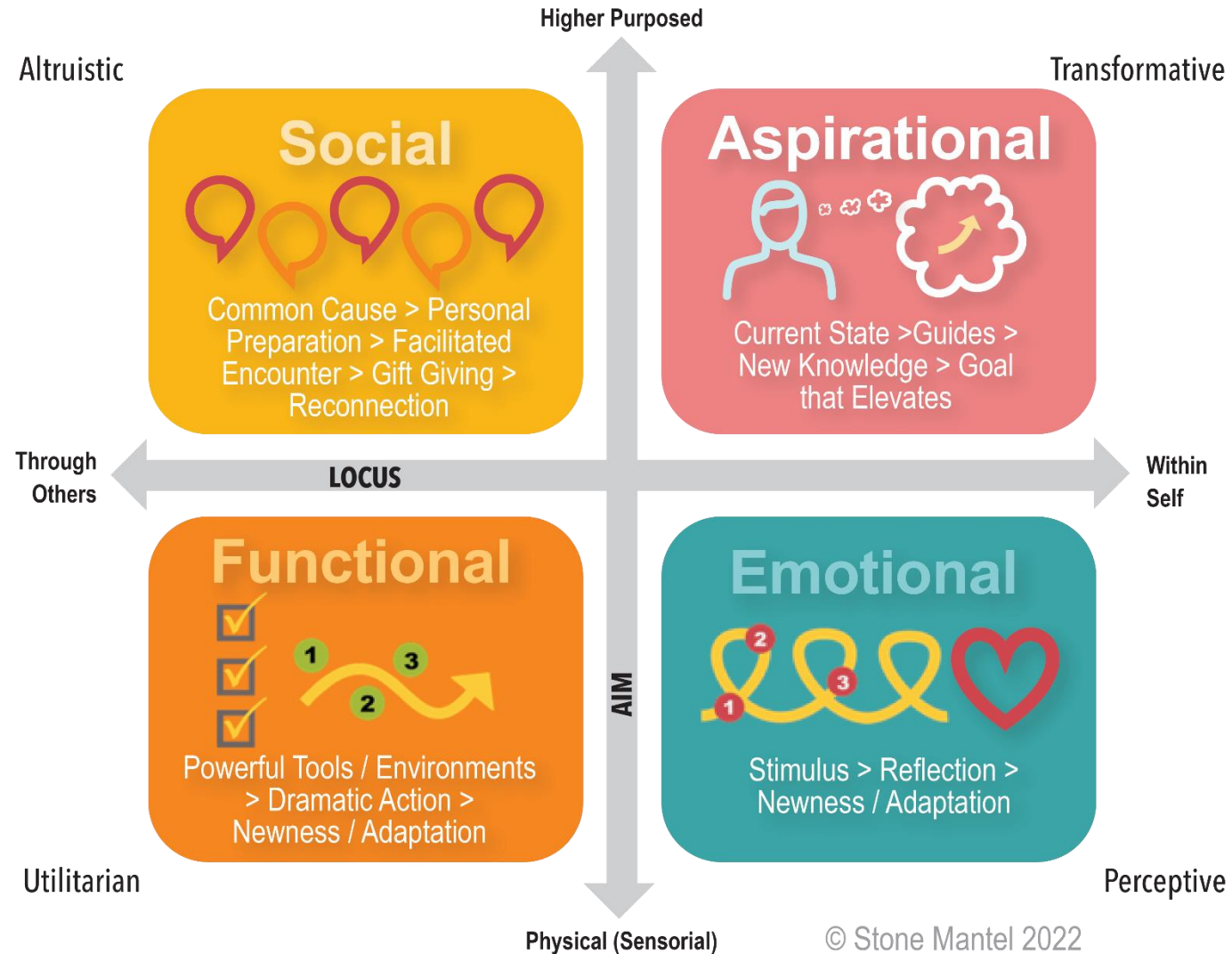
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# PINE & GILMORE: PROGRESSION OF ECONOMIC VALUE



# STONE MANTEL: FOUR JOBS TO BE DONE AND HAPPINESS FRAMEWORK



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- [The Future of Brand Building \(Next: May 17\)](#)  
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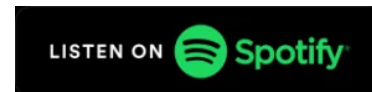


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