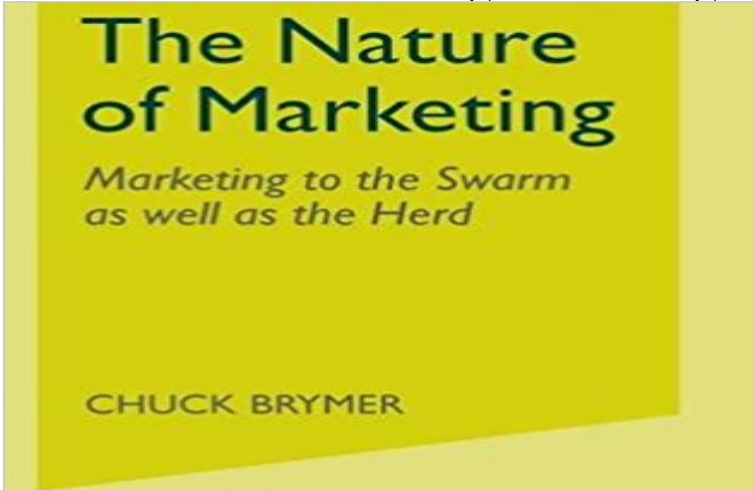


# The Nature of Marketing: Marketing to the Swarm as well as the Herd



The Nature of Marketing describes the power of social and consumer networking, and demonstrates the tangible benefits of building brand experiences that leverage this phenomena. In order to build sustainable desire and create demand, brands must be able to exert influence among these new kinds of community.

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