



## YouthNation Building Remarkable Brands in a Youth-Driven Culture

By Matthew Britton

Wiley. Hardcover. Condition: New. 240 pages. The old marketing models are over. The status quo is dead. Today's rapidly shifting marketplace requires businesses to be agile, connected, authentic, artful, meaningful, immersive, and socially responsible. In other words, today, businesses have to embody the ideals of youth culture, regardless of age, in order to succeed. In today's hyper-socialized, Facebook fanatic, selfie-obsessed world, youth is no longer an age, or even a demographic, but the primary driver of business and culture. Youth has become a commodity that is available to everyone - all we have to do is figure out how to tap these new and rapidly evolving resources in our businesses, as well as in our lives, without our heads exploding. So how do you harness the enormous power of today's youth-driven economy, where everything is changing at the pace of a teenager's attention span, and future-fit your business for long-term success? In Youth Nation, Matt Britton, Founder and CEO of MRY, an cutting edge NYC based creative and technology agency specializing in youth markets for such brand titans as Coca Cola, Puma, Sony, and Microsoft, shares his thoughts, strategies, and brass tacks advice on how to survive and succeed in...



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