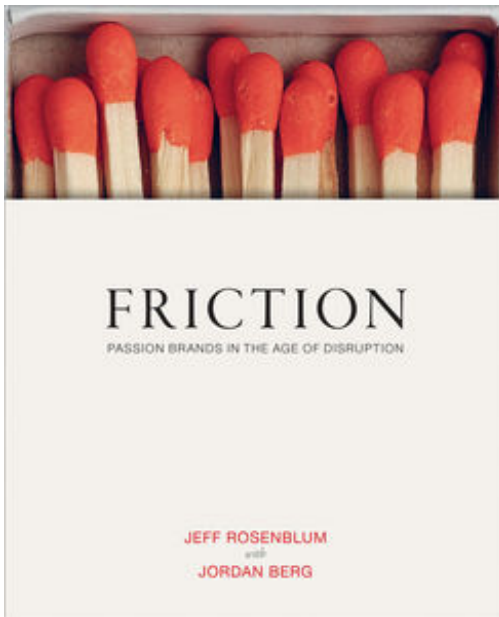


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Brands know a new approach is needed. But most don't realize the strategic underpinnings need to change. Great brands are no longer built through interruptive advertisements.

Friction argues that brands don't simply need clever messages or new, shiny technologies. They need a fundamental change in strategy. **Friction** provides a system for embracing transparency, engaging audiences, creating

evangelists, and unleashing unprecedented growth.

The authors of **Friction** have worked on some of the industry's most innovative assignments for the world's most successful brands. This groundbreaking book reveals how corporations can divorce themselves from legacy business models to create a passion brand. A brand that breaks its addiction to traditional advertising. A brand that empowers its customers. A brand that dominates the competition.

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