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by Afdhel Aziz : **Good Is the New Cool: Market Like You Give a Damn**

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PDF-b4203 | “We are at a crossroads: either we can try to prop up the old, broken marketing model, or we can create a new model, one that is fit for the unique challenges of today.” —From Good Is the New CoolMarketing has an image problem. Media-savvy millennials, and their younger Gen Z counterparts, no longer trust advertising, and they demand increased social responsibility from their brands—while... *Good Is the New Cool: Market Like You Give a Damn*

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