The Soul of the New Consumer

“This is such an enjoyable, important and timely book. Required reading.”
– Tim Waterstone, Management Today

“The Soul of the New Consumer is likely to shape the marketing messages you see, hear and read in the first years of the new century. For anyone in the business of sending those messages, it’s an enlightening and compelling guide.”
– BookPage, US – March 2000

(Various international editions)

My first book, co-authored with David Lewis, was released in 2000. It covers trends in consumer behaviour driven by, in part, the emergence of the Internet. Published in six languages.

Read Excerpt