

## Tom Fishburne

Founder of Marketoonist and Author of Your Ad Ignored Here

**Marketing Worth Sharing.** The best marketing doesn't feel like marketing. There has never been a better time for brands that can tell a story well. Yet, most brand building is not marketing worth sharing. Marketing has evolved and Don Draper is no longer in charge.

**Overcoming Idea Killers.** The creative process shouldn't end after the brainstorm, yet ideas often suffer a thousand cuts in the process of bringing them to life. Tom sheds light on the path of transforming ideas into new products and frame ways to build a culture that champions creativity and overcome idea killers.

**David Within Goliath.** Thinking like a challenger is a state of mind, not a state of market. Whether you are David against Goliath or David within Goliath, thinking as a challenger brand can create success against insurmountable odds.