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Nota di contenuto	Cover; Title Page; Copyright; Contents; Foreword: By Antonio Lucio; Acknowledgments; Disclosures; How to Connect with Me and Learn more about Youth Nation; Introduction: Forever Young; Chapter 1 From Status Symbol to Status Update; The Hip-Hop Invasion and the Reimagined Status Symbol; Status Symbols Disrupted; Chapter 2 From Things to Thrills; The Instagram Phenomenon; DIFTI (Did It for the Instagram); #FOMO or FauxMo?; Businesses Leading the Experience Economy; The supermarket experience; The nightlife experience; The fitness experience; Chapter 3 The Rise of Electronic Dance Music Everything You Wanted to Know about Today's Festival Scene but Were Afraid to Ask Chapter 4 Access over Ownership; Uber and Airbnb: the Game Changers; The Uber of everything; Chapter 5 The Communal Table; The De-suburbanization of America; The Urban Frontier; Why Youth Nation loves cities; The Youthification of Cities; DUMBO and Gowanus; Chapter 6 The Peer-to-Peer Economy; Bartering Is Back; The

currency of trust: ratings and reviews; Peer-to-Peer Disruption; Peer-to-peer standout models; Build it: Rent the Runway; Buy it: Avis and ZipCar; Extend it: Coca-Cola's Wonolo

Where the Digital Meets the Physical: Meetups Big brands Meetup; From Meetups to hookups; Chapter 7 The Power of the Crowd; Local talent goes global; How Big Brands Are Stepping Up to the Plate; Doritos Crash the Super Bowl contest; GE's GrabCAD challenge; Crowd sourcing gone wrong: Mountain Dew's Mountain don't; Crowdfunding; The Kickstarter Effect; How Kickstarter works; Projects that Kickstarter has made possible; Other Crowdfunding All-Stars; Kiva.org; DonorsChoose.org; Indiegogo; Cutting Through the Red Tape; Chapter 8 Free Agency; Jobs Used to Define People, Now People Define Jobs  
The healthcare factor The Power of LinkedIn; How LinkedIn works; Income Everywhere; Task Rabbit to the rescue; Pillars driving the free agency movement; Free agency platforms; Depth over Breadth; Free Agent Collaboration; We Work; Tech Stars; Eat What You Kill and the Fallacy of Detroit; Chapter 9 Lifehacking; Why Not Me?; The Internet Is the New College Campus; Brand-Driven Education Models; MRY's RepNation; General Assembly; The Innovation Imperative; Chapter 10 The Field Guide to Life hackers; The Side Hustler; Corporate Compatibility: 8

The definitive side hustler: Sara Blakely, founder of Spanx The Explorer; Corporate Compatibility: 4; The definitive explorer: Bear Grylls, TV host of Man vs. Wild, author, adventurer; The Automator; Corporate Compatibility: 2; The definitive automator: Tim Ferriss, best-selling author, lifestyle designer; The Passion Pilgrim; Corporate Compatibility: 1; The definitive passion pilgrim: Devin Graham, social media content producer; The Octopus; Corporate Compatibility: 5; The definitive Octopus: Rohan Oza, founder of Idea Merchants Capital; The Ultimate Life Hacker: Elliot Bisnow  
Let's Pivot to Brand Building

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## Sommario/riassunto

Youth is no longer an age-it's a commodity Youth Nation is an indispensable brand roadmap to the youth-driven economy. Exploring the idea that youth is no longer an age-it's a commodity that's available to everyone-this book shows what it takes to stay connected, agile, authentic, and relevant in today's marketplace. Readers will learn the ins and outs of the new consumer, and the tools, methods, and techniques that ensure brand survival in the age of perpetual youth. Coverage includes marketing in a post-demographic world, crafting the story of the brand, building engaged communities, creatin

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