



The word "market" meant a **place** before it meant anything

A square where people met. Marketing that remembers this builds belonging, trust, and marketplaces worth returning to. I study it in four places:

01

Where we've been

The stories and brands consumers still carry



02

Where we are

Who today's marketplaces welcome - and who they don't



03

Where we'd like to be

Experiences that transform people, not just convert them



04

Where we're emerging

Virtual worlds are the next servicescapes



Every place leaves a mark. I map them.

