

# COMING MARCH 2016

## A BRAND NEW BOOK BY JOHN ZOGBY

### WE ARE MANY, WE ARE ONE: NEO-TRIBES & TRIBAL ANALYTICS IN 21<sup>ST</sup> CENTURY AMERICA



**JOHN ZOGBY:** “This is a whole new way to look at ourselves, what makes us different and what can bind us together. *We Are Many, We Are One* is based on six years of focused research, four decades of opinion polling, and a lifetime of activism and observation.”

**FROM THE BOOK:** “Space and geography, demographics and culture are less and less relevant. It is no longer about where people are born or where they live. It is more about who they are, how they see themselves, and with whom they choose to identify. This new world is as much about how we choose to identify ourselves, how we define our own priorities, and who we ourselves choose as our cohort as it is about where we physically work, play or worship.

“The uniqueness of Tribal Analytics is that it ‘segments’ the population based on self-identified tribal affinities — shared values, life philosophies and outlooks. In doing so, it transcends demographics and other category-specific attitudes and behaviors that would be the basis of a traditional market segmentation study.

Along the way, be prepared to see your own family and friends in a completely new way. You will meet the Persistents, the Outsiders, the Creatives, The One True Path, the Land of the Free. Find out who you, your customers, your target voters, and your neighbors really are.

#### HERE IS WHAT LEADING FIGURES ARE SAYING ABOUT “WE ARE MANY, WE ARE ONE”:

“ I believe that John’s book will be the **Megatrends** tome of the early 21st Century. So, get ready to learn who you really are. ”

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**Tom Edmonds**, founder, Edmonds & Associates; Former President of the International Association of Political Consultants and the American Association of Political Consultants

“ John Zogby has done it again. His new book, *We Are Many, We Are One* sheds new light on the way we understand the American public. For anyone who wants to engage or persuade in America, Zogby’s book is invaluable. It’s an essential road map, with plenty of practical directions to get you there. ”

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**Patricia Martin**, President, LitLamp Communications author, *RenGen: The Rise of the Cultural Consumer and What That Means To Your Business*

