



# NeoNarratives

## Building Brands for the Next Decades

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This is a Neo-Narrative

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- Including interviews with influential minds behind: Spotify, Cowboy Bikes, UNIMATIC, IKEA, Light Phone, Are

In an era of over-communication, brands have to face radical new realities and shape their identities in multi-polar manners. Spontaneously forming and iterative narrations can take on this task. This is the idea behind Neo-narratives. On a search for virtuoso forms of articulation of brands, the basic idea of the narrative is recast and a journey into new radical narrative structures is undertaken in essay form.

Text in English and German.

**Wolf-Eike Galle** is a creative and cultural scientist. As creative director he has accompanied international and national brands in their transformation processes since 2006.