Secrets of Cross Switch Marketing from the World’s MOST INNOVATIVE ADVERTISING AGENCY

The Dentsu Way

KOTARO SUGIYAMA
TIM ANDREE AND THE DENTSU CROSS SWITCH TEAM
# CONTENTS

*Foreword by Tim Andree* vii  
*Acknowledgments* ix  
*Introduction* xi  

## Part 1 Dentsu Comes of Age  
- Chapter 1  The Origins of the Dentsu Way  3  
- Chapter 2  Breadth and Depth: An Overview of Dentsu's Scope and Services  25  

## Part 2 The Cross Communication Imperative  
- Chapter 3  From AIDMA to AISAS: The Growing Importance of Cross Communication  51  
- Chapter 4  Cross Communication: A Look at What Makes It Work  85  
- Chapter 5  Creating Scenarios for Cross Communication  113