

## Access to Experts



**Jonathan Salem Baskin**

Author

Tell the Truth: Honesty is Your Most Powerful Marketing Tool

President

Baskin Brand

Jonathan Salem Baskin has been called "a merry iconoclast," "lucid and cutting," "groundbreaking" and is regularly quoted by the news media because he speaks honestly and passionately about today's latest trends, "providing thinking that goes way beyond what could be found with a Google search," according to one client. He has three decades of experience marketing some of the world's biggest brands, having run communications for Limited, Blockbuster and Nissan while later advising such iconic brands as Apple and then, since 2003, running his own consultancies for marketers and, since 2013, reputation ROI. He's a columnist for *Advertising Age*, a regular contributor to *Forbes*, and has written extensively on technology and brands for *InformationWeek*. Baskin has written six books, and last year's *Tell The Truth: Honesty is Your Most Powerful Marketing Tool* was named one of 2012's "must read" business books. Jonathan is also a Senior Fellow Emeritus at the Smithsonian's National Museum of American History.

Contact Carol Courter, Manager, Corporate Communications, +1 212 339 0232, [courter@conferenceboard.org](mailto:courter@conferenceboard.org)

The Conference Board is a global, independent business membership and research association working in the public interest. Our mission is unique: to provide the world's leading organizations with the practical knowledge they need to improve their performance and better serve society. The Conference Board is a non-advocacy, not-for-profit entity holding 501 (c)(3) tax-exempt status in the United States of America.

[www.conference-board.org](http://www.conference-board.org)

## Publications by Jonathan Salem Baskin

The Conference Board Review

- [Wherefore Art Thou, Brand?](#)  
01 January, 2009