

Access to Experts

Jonah Sachs
Free Range Studios

Contact [Carol Courter](#), Manager, Corporate Communications, +1 212 339 0232, 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

Publications by Jonah Sachs

The Conference Board Review

- [The Marketing Monster: When executives begin to believe their own hype.](#)
08 October, 2012