

CHRISTIAN SARKAR



About: Founder of the marketing consultancy Double Loop Marketing LLC, and co-founder (with Philip Kotler) of The Marketing Journal, Sarkar scours the world of marketing for new insights and next practices. His work (with Vijay Govindarajan) on the \$300 House won the T50 Breakthrough Idea Award.

Ideas: A natural extension of his work on brand activism, Sarkar advocates a new approach to solving the world's seemingly intractable problems. Working with world renowned marketing guru Philip Kotler, he identifies an "ecosystem of wicked problems."

Content: The Wicked7 Project (wicked7.org); christiansarkar.com; druckerforum.org/blog/the-ecosystem-of-wicked-problems-by-christian-sarkar

T50

Verdict:

"Pioneering brand activist with an eye for breakthrough ideas."