Why Brands Need to Remember That Tech Advancements Have Unexpected Consequences

On June 29, 1956, President Dwight Eisenhower signed the Federal-Aid Highway Act of 1956, leading to the creation of America’s Interstate Highway System. Finished 35 years later, one-quarter of all vehicle miles driven in the United States use the interstate system. As would be expected, the most direct effect of the interstate was on other… http://www.adweek.com/digital/why-brands-need-to-remember-that-tech-advancements-have-unexpected-consequences/