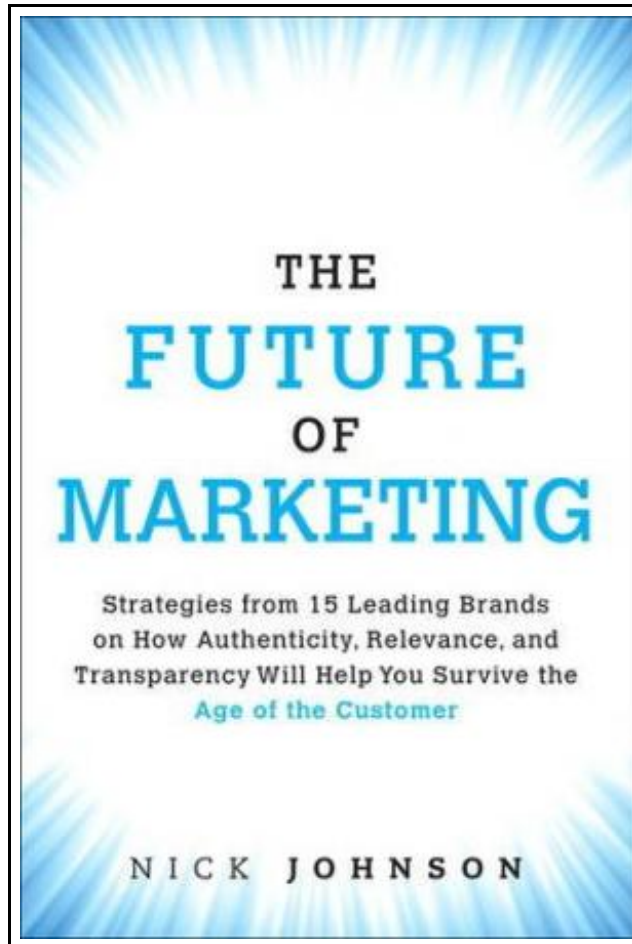


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Pearson Education (US), United States, 2015. Hardback. Book Condition: New. 234 x 140 mm. Language: English . Brand New Book. Reinvent marketing for your radically new environment: smarter, faster, more agile, more customer-driven! In this by marketers, for marketers primer, Nicholas Johnson offers evidence-based guidance for transforming what you do, and how you do it. The Future of Marketing shows how to anticipate and respond to relentless change in channels, media options, organizational relationships, technologies, markets, products, services - and most important of all, customers. Johnson investigates each key emerging trend marketers are facing, from shifting customer expectations and fragmenting media landscapes to the challenge of synthesizing vast troves of data into actionable knowledge. He explains how these trends are eradicating marketing as we know it, and helps you respond by refashioning organizational structures, marketing campaigns, marketer roles, and much more. You ll learn how to: Move from campaigning to storytelling and authentic conversations Achieve true real-time marketing and greater agility throughout the marketing function Migrate from big TV buys to a pervasive multi-channel/omni-channel approach Accelerate marketing processes, eliminate bureaucracy, and optimize agility Mitigate risk when everything s moving at lightspeed And much more Johnson supports his recommendations by taking you behind the scenes with some of the world s top marketing teams, at companies including L Oreal, Old Navy, Time Warner, Adidas, HP, McDonalds, Wells Fargo, and Universal. These highly-successful marketers have recognized that they too must change to flourish in a radically new environment. Johnson shows how they re planning and executing those changes - and how you can, too. Whether you re a marketing executive, strategist, or manager, The Future of Marketing offers what your organization needs most: a clear path forward.



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