

CONTENTS

| | |
|------------------------------------------------------|-------------|
| <i>Acknowledgments</i> | <i>xiii</i> |
| <i>Prologue: From Marketing 3.0 to Marketing 4.0</i> | <i>xv</i> |
| <i>About the Authors</i> | <i>xix</i> |

Part I FUNDAMENTAL TRENDS SHAPING MARKETING

| | | |
|----------|----------------------------------------------------------|-----------|
| 1 | <i>Power Shifts to the Connected Customers</i> | <i>3</i> |
| | <i>From Exclusive to Inclusive</i> | <i>7</i> |
| | <i>From Vertical to Horizontal</i> | <i>10</i> |
| | <i>From Individual to Social</i> | <i>13</i> |
| | <i>Summary: Horizontal, Inclusive, and Social</i> | <i>14</i> |
| 2 | <i>The Paradoxes of Marketing to Connected Customers</i> | <i>17</i> |
| | <i>Breaking the Myths of Connectivity</i> | <i>20</i> |
| | <i>Summary: Marketing amid Paradoxes</i> | <i>28</i> |
| 3 | <i>The Influential Digital Subcultures</i> | <i>29</i> |
| | <i>Youth: Acquiring the Mind Share</i> | <i>32</i> |
| | <i>Women: Growing the Market Share</i> | <i>35</i> |

| | | |
|----------------|-----------------------------------------------------------------------|-----------|
| | <i>Netizens: Expanding the Heart Share</i> | 37 |
| | <i>Summary: Youth, Women, and Netizens</i> | 40 |
| 4 | <i>Marketing 4.0 in the Digital Economy</i> | 43 |
| | <i>Moving from Traditional to Digital Marketing</i> | 47 |
| | <i>Integrating Traditional and Digital Marketing</i> | 52 |
| | <i>Summary: Redefining Marketing in the Digital Economy</i> | 53 |
| Part II | NEW FRAMEWORKS FOR MARKETING IN THE DIGITAL ECONOMY | |
| 5 | <i>The New Customer Path</i> | 57 |
| | <i>Understanding How People Buy: From Four A's to Five A's</i> | 60 |
| | <i>Driving from Awareness to Advocacy: The O Zone (O₃)</i> | 66 |
| | <i>Summary: Aware, Appeal, Ask, Act, and Advocate</i> | 69 |
| 6 | <i>Marketing Productivity Metrics</i> | 71 |
| | <i>Introducing PAR and BAR</i> | 74 |
| | <i>Decomposing PAR and BAR</i> | 75 |
| | <i>Driving Up Productivity</i> | 80 |
| | <i>Summary: Purchase Action Ratio and Brand Advocacy Ratio</i> | 90 |
| 7 | <i>Industry Archetypes and Best Practices</i> | 91 |
| | <i>Four Major Industry Archetypes</i> | 94 |
| | <i>Four Marketing Best Practices</i> | 100 |
| | <i>Summary: Learning from Different Industries</i> | 104 |

| | | |
|-----------------|---------------------------------------------------------------------|------------|
| Part III | TACTICAL MARKETING APPLICATIONS IN THE DIGITAL ECONOMY | |
| 8 | <i>Human-Centric Marketing for Brand Attraction</i> | 107 |
| | <i>Understanding Humans Using Digital Anthropology</i> | 110 |
| | <i>Building the Six Attributes of Human-Centric Brands</i> | 113 |
| | <i>Summary: When Brands Become Humans</i> | 118 |
| 9 | <i>Content Marketing for Brand Curiosity</i> | 119 |
| | <i>Content Is the New Ad, #Hashtag Is the New Tagline</i> | 121 |
| | <i>Step-by-Step Content Marketing</i> | 124 |
| | <i>Summary: Creating Conversations with Content</i> | 134 |
| 10 | <i>Omnichannel Marketing for Brand Commitment</i> | 137 |
| | <i>The Rise of Omnichannel Marketing</i> | 139 |
| | <i>Step-by-Step Omnichannel Marketing</i> | 145 |
| | <i>Summary: Integrating the Best of Online and Offline Channels</i> | 149 |
| 11 | <i>Engagement Marketing for Brand Affinity</i> | 151 |
| | <i>Enhancing Digital Experiences with Mobile Apps</i> | 153 |
| | <i>Providing Solutions with Social CRM</i> | 156 |
| | <i>Driving Desired Behavior with Gamification</i> | 160 |
| | <i>Summary: Mobile Apps, Social CRM, and Gamification</i> | 165 |
| | <i>Epilogue: Getting to WOW!</i> | 167 |
| | <i>What Is a “WOW”?</i> | 167 |
| | <i>Enjoy, Experience, Engage: WOW!</i> | 168 |
| | <i>Are You Ready to WOW?</i> | 169 |
| | <i>Index</i> | 171 |