QUANTUM MARKETING

MASTERING THE NEW MARKETING MINDSET for TOMORROW’S CONSUMERS

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“This book will do to our view of marketing what Copernicus’ book did to our view of the world—it will change it forever.”
—Ivan Pollard, CMO, General Mills

A PDF COMPANION TO THE AUDIOBOOK
CHAPTER 1

Marketing’s Journey

FIGURE 1
CHAPTER 2

The Fifth Paradigm

THE FIVE PARADIGMS OF MARKETING

<table>
<thead>
<tr>
<th>Paradigm One</th>
<th>Paradigm Two</th>
<th>Paradigm Three</th>
<th>Paradigm Four</th>
<th>Paradigm Five</th>
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<td>Product Marketing</td>
<td>Emotional Marketing</td>
<td>Data-Driven Marketing</td>
<td>Digital &amp; Social Marketing</td>
<td>Quantum Marketing</td>
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</table>

FIGURE 2
CHAPTER 3

Reset the Mission of Marketing

THE FOURFOLD MISSION OF MARKETING

Build the Brand

Protect the Reputation

Fuel the Business

Build Platforms for Sustainable Competitive Advantage

FIGURE 3
CHAPTER 6

Technology’s Big Bang

FIGURE 4
CHAPTER 7

Unblocking the Blockchains

FIGURE 5

ADVERTISING ECOSYSTEM

Advertiser → Media Agency → Trading Desk → Demand-Side Platform → Ad Exchange → Supply-Side Platform → Publisher

Other Service Providers

Ad Servers → Preverification Platforms → Data Validation/Verification Platforms
CHAPTER 9

All the Senses

FIGURE 6
CHAPTER 10
Loyalty Transformed

FIGURE 7

FIGURE 8
PREFERENCE MANAGEMENT

Purpose
Passion
Relationship
Commerce

Marketing Mix

Appeal
Convince
Convert
Satisfy
Repeat
CHAPTER 13

Marketing to Businesses and Machines

FIGURE 9

Rules-Based Decision-Making

Emotional Component

Start-ups
SMEs
NGOs
Large Companies
Governments
CHAPTER 17

Marketing through Crisis

FIGURE 10

Risk Heat Map Template

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<th>Low</th>
<th>Moderate</th>
<th>High</th>
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(Residual Risk)

Risk
1. Budgetary/Financial
2. Channel Disruption
3. Third Party/Partnerships/Business Practices
4. Reputational Crisis
5. Partnership Renewals
6. Legal Compliance & Business Ethics
7. Cyber Attack/Data Breach
8. Key Talent Retention