

QUANTUM MARKETING

MASTERING
THE NEW MARKETING MINDSET
for TOMORROW'S CONSUMERS



RAJA RAJAMANNAR

“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

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CHAPTER I

Marketing's Journey

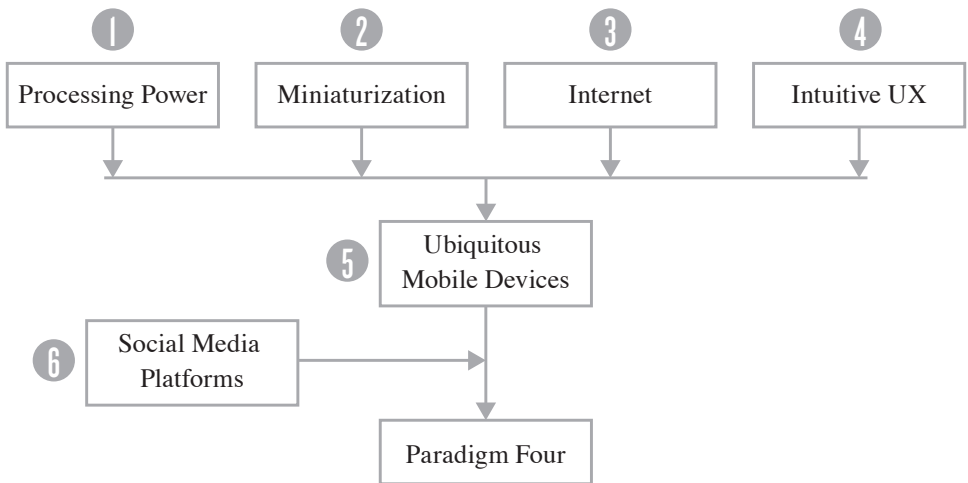


FIGURE 1

CHAPTER 2

The Fifth Paradigm



FIGURE 2

CHAPTER 3

Reset the Mission of Marketing

THE FOURFOLD MISSION OF MARKETING

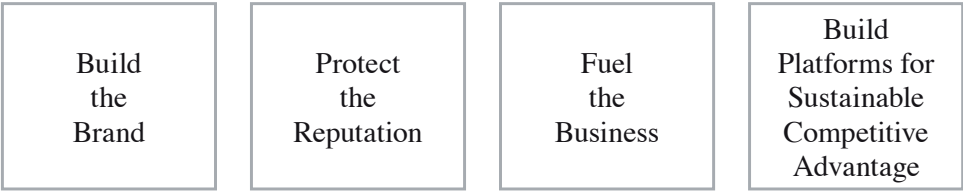


FIGURE 3

CHAPTER 6

Technology's Big Bang

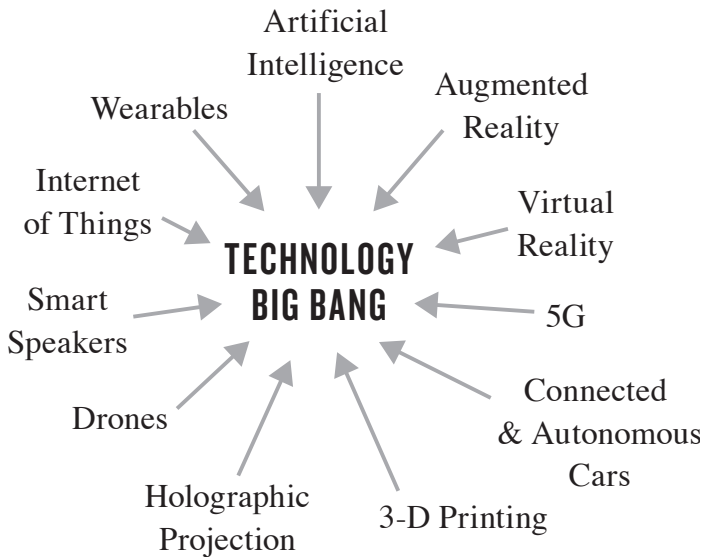


FIGURE 4

CHAPTER 7

Unblocking the Blockchains

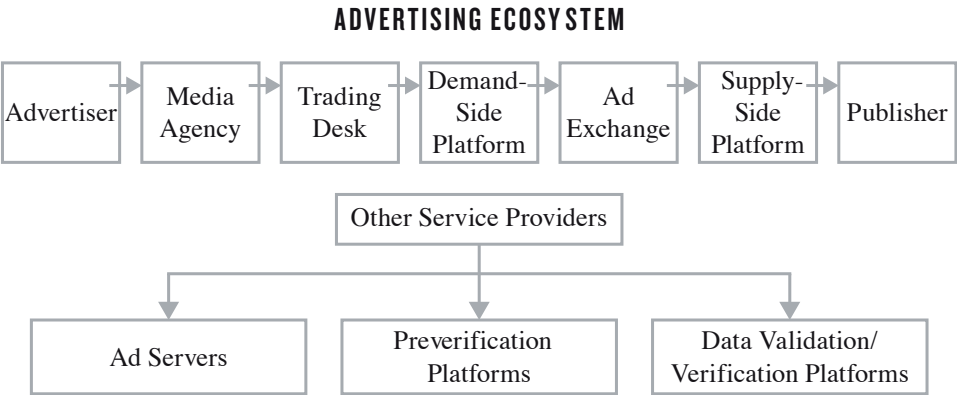


FIGURE 5

CHAPTER 9

All the Senses

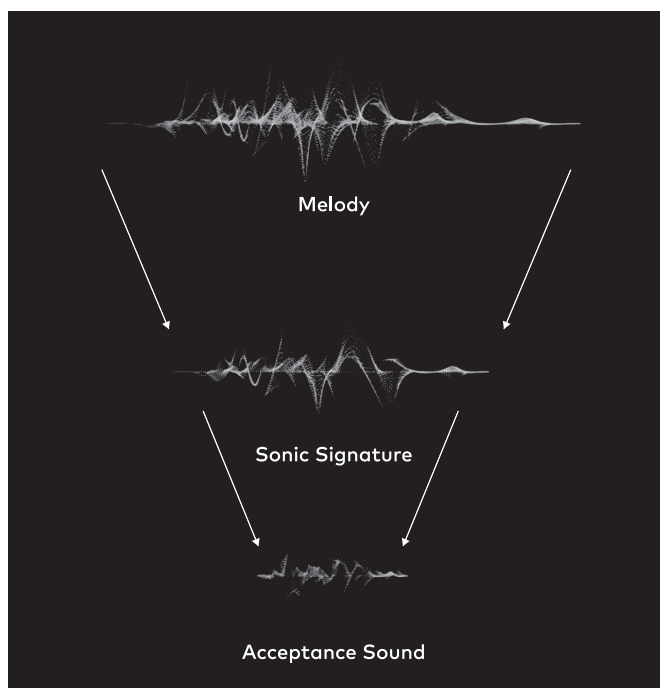


FIGURE 6

CHAPTER 10

Loyalty Transformed

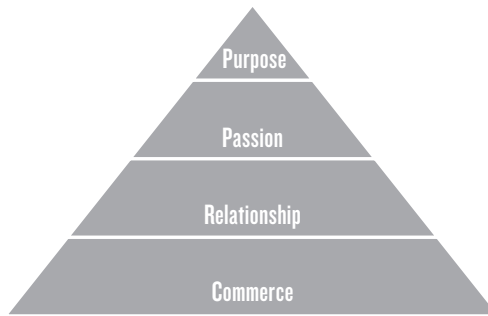


FIGURE 7

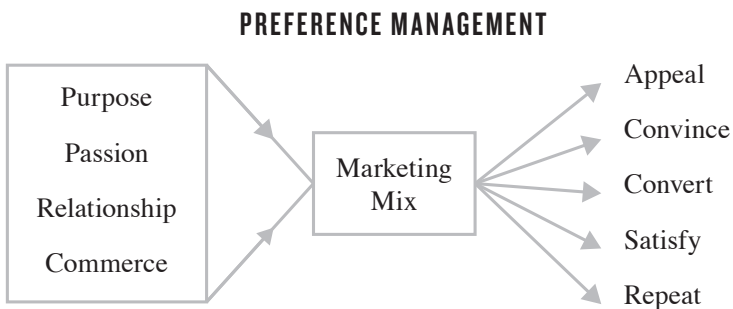


FIGURE 8

CHAPTER 13

Marketing to Businesses and Machines

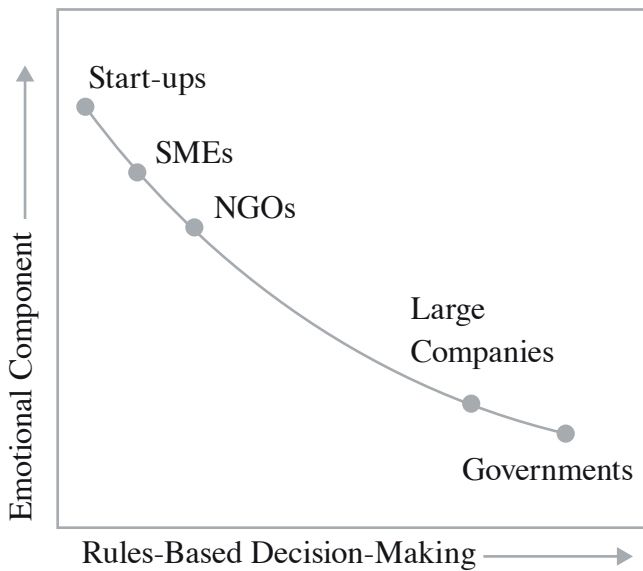


FIGURE 9

CHAPTER 17

Marketing through Crisis

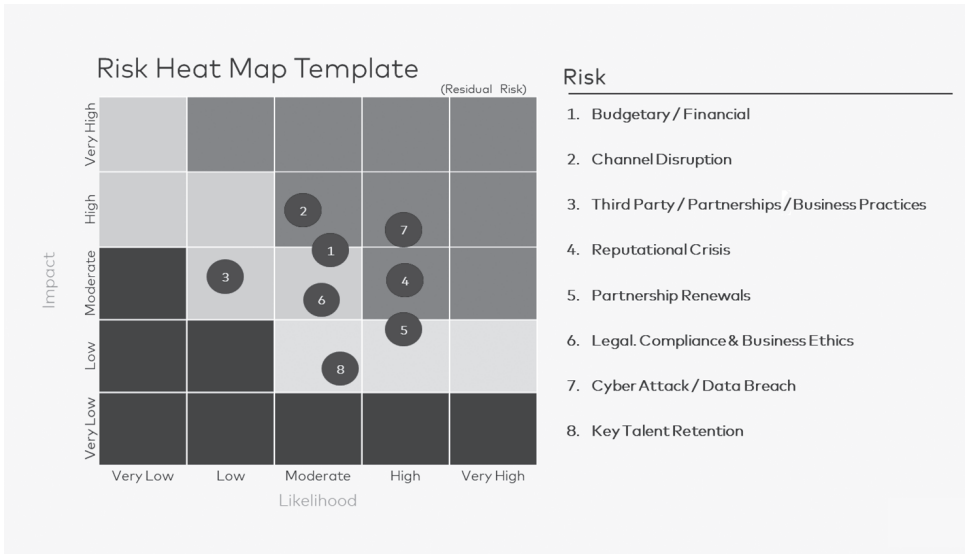


FIGURE 10