
Contents

1	Why the Digital Revolution Is Challenging You and Why You Have to Act Now	1
2	Digital Darwinism and the Social Revolution: What Basic Needs of Man Represent the Fuel of the Revolution on the Part of the Customer?	41
3	Big Data and Technology: Drivers of the Information Revolution on the Part of the Companies and Accelerators of the Era of Cooperation	77
4	How the Social Revolution Is to Be Managed	99
5	How Marketing Becomes the ROI Driver Within the Company . . .	129
6	Confidence: The Latest Currency in Marketing and Management	147
	Mom and Pop Store 3.0	151
7	Social CRM: The New Rules of the Game in Leading Customers . . .	163
8	Why Marketing Is Becoming a Service	193
9	The Necessity of Change Management: Why Our Traditional Communication and Organizational Structures Are Becoming Obsolete	209
	Appendix	249
	References	251

Digital Darwinism

Branding and Business Models in Jeopardy

Kreutzer, R.T.; Land, K.-H.

2015, XIV, 257 p. 120 illus., 105 illus. in color.,

Softcover

ISBN: 978-3-642-54400-2