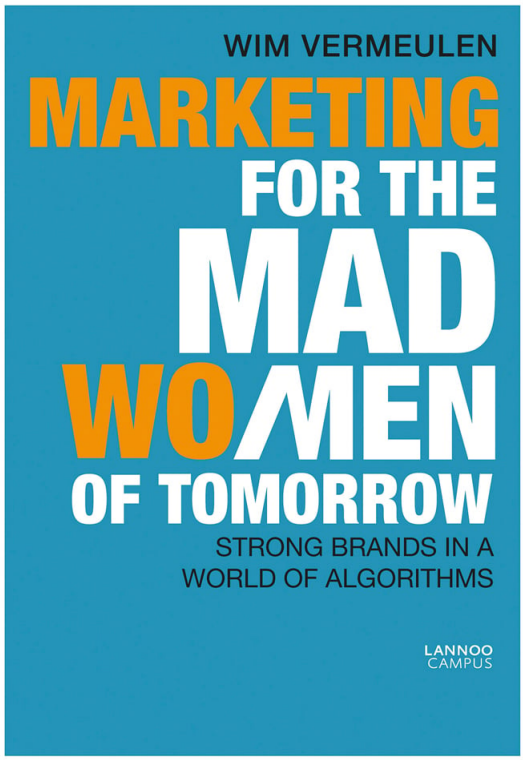
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Marketing for the Mad (Wo)Men of Tomorrow

Strong Brands in a World of Algorithms

Wim Vermeulen

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- Put innovation at the centre of marketing
- Build up your own future-proof marketing system
- Rely on proven methods to successfully adapt to the future

In an ever-changing digital world, marketeers might feel like they are constantly chasing an evolution they can't keep up with. And rightly so. Tesla cars can warn us of accidents before they have happened. Amazon has drone delivery up and running. Consumers are getting ready to embrace virtual reality, augmented reality and chatbots. Where do we go from here? To bridge the gap between the technology-addicted consumer and marketeers that are constantly chasing the facts, those marketeers can no longer rely on yesterday's solutions. This book offers an aid to finding new ways out of the slump and in centralising innovation in every marketing plan. Reviewing success stories and best practices forms an added dimension to this approach: by figuring out which methods worked in the past, why and how they worked, we can set out for even greater results – even in the ever-changing digital age.

Wim Vermeulen is Director of Strategy and Innovation at Dentsu Aegis Network. Wim is a highly sought-after speaker and visiting professor at Solvay Business School.

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