



The Marketing Bible for a Digital World

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- Complete guide to attracting customers in a digital world, with a complete overview of all digital media and their uses
- Accessible, thorough and completely up to date

Digitalisation has transformed the world of marketing. That evolution has an enormous impact on any full marketing approach. The way you approach your customers as a marketer is changing rapidly, new media have replaced traditional methods of communication (Medium), messages (Message) have to be delivered in a different way, and the steps you take as a marketer (Method) have changed entirely. *The Marketing Bible for a Digital World* puts forward a method for adjusting your marketing strategy to the digital world, and sets you up with all the basic principles of the three new M's of marketing transformation: Medium, Message & Method.

Bert Van Wassenhove is managing partner of the investment fund The CoFoundry and co-founder of THINK with people, an initiative that helps entrepreneurs grow.