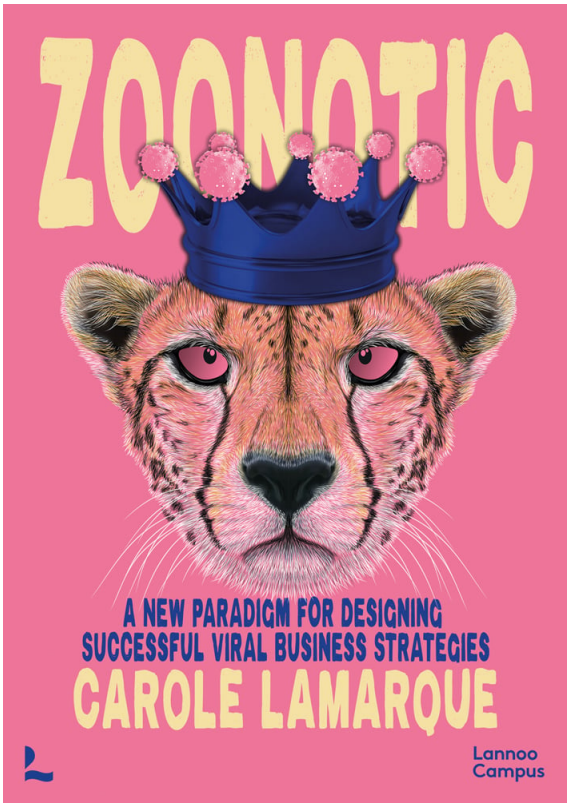
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Zoonotic

A new paradigm for designing successful viral business strategies

Carole Lamarque

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- New vision of the mechanisms of a successful viral business strategy
- The intelligence of a unique virus translated into any business context
- Zoonotic strategy requires Zoonotic leadership

Every entrepreneur dreams to find a success formula to quickly go viral with his/her product or service. Carole Lamarque believes that this formula for success exists, in nature. It's called a Zoonotic: a virus that is spreading virally all over the world at lightning speed. In this book, she demonstrates with concrete examples how a zoonotic pandemic such as Covid-19 can inspire a successful viral business strategy.

Carole Lamarque is an expert innovative marketing and founding partner at Duval Union. She has more than 20 years of experience in extremely competitive markets and marketing at companies such as Shell, Proximus, Sanoma Media and Telenet.


Introduction
WHAT DO I WANT TO ACHIEVE WITH THIS BOOK?




1
A NEW AND PREVIOUSLY UNKNOWN COMBINATION

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