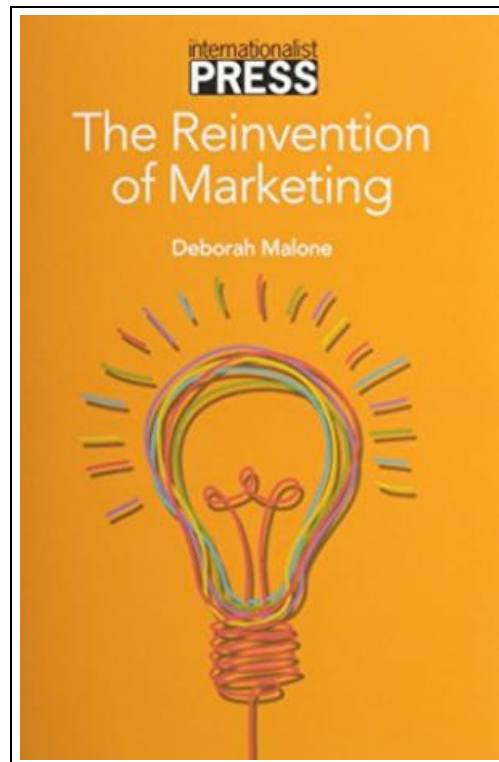


## The Reinvention of Marketing



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The Internationalist. Paperback. Condition: New. 180 pages. Dimensions: 9.0in. x 6.0in. x 0.5in. The marketing industry is undergoing dramatic transformation brought about by technology, globalization, and shifting economics. The reinvention of marketing is becoming a more critical issue as the industry looks to deliver purpose and meaning to brand values in a business world increasingly defined by social media, mobility, analytics, big data, return-on-investment, and the need for global growth. Learn from these extraordinary individuals who are reinventing contemporary concepts of marketing: Morten Albk, CMO and Group SVP for Global Marketing, Communication and Corporate Relations Vestas Wind Systems; Dana Anderson, SVP and Chief Marketing Officer- Mondelz International; Barbara Basney, Vice President Global Advertising and Media- Xerox Corporation; Pete Blackshaw, Global Head of Digital Marketing and Social Media- Nestl; Zita Cassizzi, Chief Digital Officer- TOMS Shoes; Fernando Chacon, Chief Marketing Officer- Banco Ita; Jesper Colding, Vice President- Mengniu Dairy Company China; Carmen dAscendis, Global Managing Director for Finlandia Vodka and Chambord Liquor- Brown-Forman; Jason Hill, Director of Global Media Strategy- GE. Amy Lou, Director of Global Brand Management- Huawei; Nadine Karp McHugh, Vice President of Global Integrated Media Communications- Colgate Palmolive; Lee Nadler, Marketing Communications Manager- MINI USA; Clayton Ruebensaal, Vice President Global Marketing- The Ritz-Carlton Hotel Company; Simon Sproule, Corporate Vice President of Global Communications- Tesla Motors; and Joseph V. Tripodi, Chief Marketing and Commercial Officer- The Coca-Cola Company. Not only is marketing more critical now to every organization, but it can literally do good, transform brand and consumer relationships through honesty and passion, and even change the world. (Heady stuff, but there are some amazing ideas in the following chapters of how marketing can actually make a world of difference. ) There's no question that today's always-on, accountable, social media environment has radically shifted the rules of doing good business. Responsibility and transparency are now central to how any brand or business plays its...



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