

Contents

ABOUT THE AUTHORS ix

ACKNOWLEDGMENTS xi

Part I Introduction 1

- 1 Welcome to Marketing 5.0: Technology for Humanity 3

Part II Challenges Marketers Face in a Digital World 17

- 2 Generation Gap: Marketing to Baby Boomers, X, Y, Z, and Alpha 19
3 Prosperity Polarization: Creating Inclusivity and Sustainability for Society 35
4 Digital Divide: Making Tech Personal, Social, and Experiential 51

Part III New Strategies For Tech-Empowered Marketing 69

- 5 The Digital-Ready Organization: One Strategy Doesn't Fit All 71
6 The Next Tech: It's Time for Human-Like Technologies to Take Off 89
7 The New CX: Machines Are Cool, but Humans Are Warm 107

Part IV New Tactics Leveraging Marketing Tech 127

- 8 Data-Driven Marketing: Building a Data Ecosystem for Better Targeting 129
9 Predictive Marketing: Anticipating Market Demand with Proactive Action 143
10 Contextual Marketing: Making a Personalized Sense-and-Respond Experience 157
11 Augmented Marketing: Delivering Tech-Empowered Human Interaction 169
12 Agile Marketing: Executing Operations at Pace and Scale 181

INDEX 195

