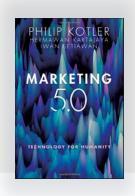
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MEETING IN A BOX





STEP 1

Have your team read the **getAbstract summary**.

STEP 2

Schedule a team meeting to discuss the questions below.

STEP 3

Have a discussion with your team.

GETABSTRACT REVIEW OF

Marketing 5.0

Technology for Humanity

The marketing landscape is shifting. High tech companies embrace agile marketing by monitoring and responding to shifting customer behaviors and trends. The authors propose a new strategy – Marketing 5.0 – to keep pace with your competition and grow amid the uncertainty, volatility and complexity of the market.

Discussion Questions

- 1.Does your current marketing approach account for the different needs and desires of all five generations the authors describe?
- 2.Markets are losing their middle segment, the authors contend. Have you accounted for this shift? How can you embrace "an ethos of sustainability and inclusivity?" in your marketing strategy?
- 3. How can you leverage data analytics inluding real-time analytics to finetune your marketing strategy?
- 4.How can generative Al help take your marketing activities to the next level?
- 5. How would you need to restructure your organization and marketing team to implement agile marketing practices?

"Businesses need to match the speed of customer shifts and outpace the competition at the same time. Agility is the new name of the game."

Marketing 5.0

Hermawan Kartajaya, Philip Kotler and Iwan Setiawan



getAbstract, Inc. 20900 NE 30th Ave., Suite 315, Aventura, FL 33180, USA +1 305 936 2626 **getAbstract AG** Alpenquai 12, 6005 Lucerne, Switzerland +41 41 367 5151