



The Future of Marketing: Strategies from 15 Leading Brands on How Authenticity, Relevance, and Transparency Will Help You Survive the Age of the Customer

Nicholas Johnson

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Reinvent marketing for your radically new environment: smarter, faster, more agile, more customer-driven! In this "by marketers, for marketers" primer, Nicholas Johnson offers evidence-based guidance for transforming what you do, and how you do it.

The Future of Marketing shows how to anticipate and respond to relentless change in channels, media options, organizational relationships, technologies, markets, products, services – and most important of all, *customers*. Johnson investigates **each key emerging trend marketers are facing, from shifting customer expectations and fragmenting media landscapes to the challenge of synthesizing vast troves of data into actionable knowledge. He explains how these trends are eradicating ‘marketing’ as we know it, and helps you respond by refashioning organizational structures, marketing campaigns, marketer roles, and much more.**

You'll learn how to:

- ¿ Move from "campaigning" to storytelling and authentic conversations
- ¿ Achieve true "real-time marketing" and greater agility throughout the marketing function
- ¿ Migrate from big TV buys to a pervasive multi-channel/omni-channel approach
- ¿ Accelerate marketing processes, eliminate bureaucracy, and optimize agility
- ¿ Mitigate risk when everything's moving at lightspeed
- ¿ And much more

Johnson supports his recommendations by taking you behind the scenes with some of the world's top marketing teams, at companies including L'Oreal, Old Navy, Time Warner, Adidas, HP, McDonalds, Wells Fargo, and Universal. These highly-successful marketers have recognized that they too must change to flourish in a radically new environment. Johnson shows how they're planning and executing those changes – and how you can, too. *Whether you're a marketing executive, strategist, or manager, **The Future of Marketing** offers what your organization needs most: a clear path forward.*

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