

Traditional Marketing is Dead!

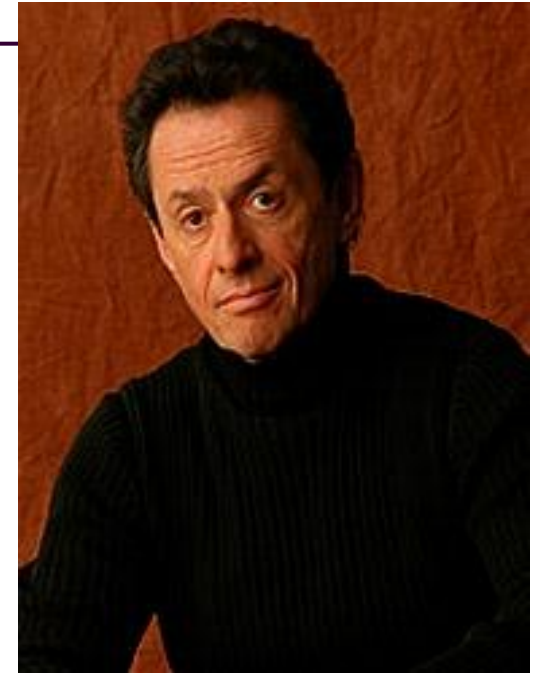
Steven R. Van Hook, PhD

The Accelerating Pace of the Marketplace

The End of Marketing as We Know It

- “Traditional marketing is not dying – it’s already dead!”

Why?

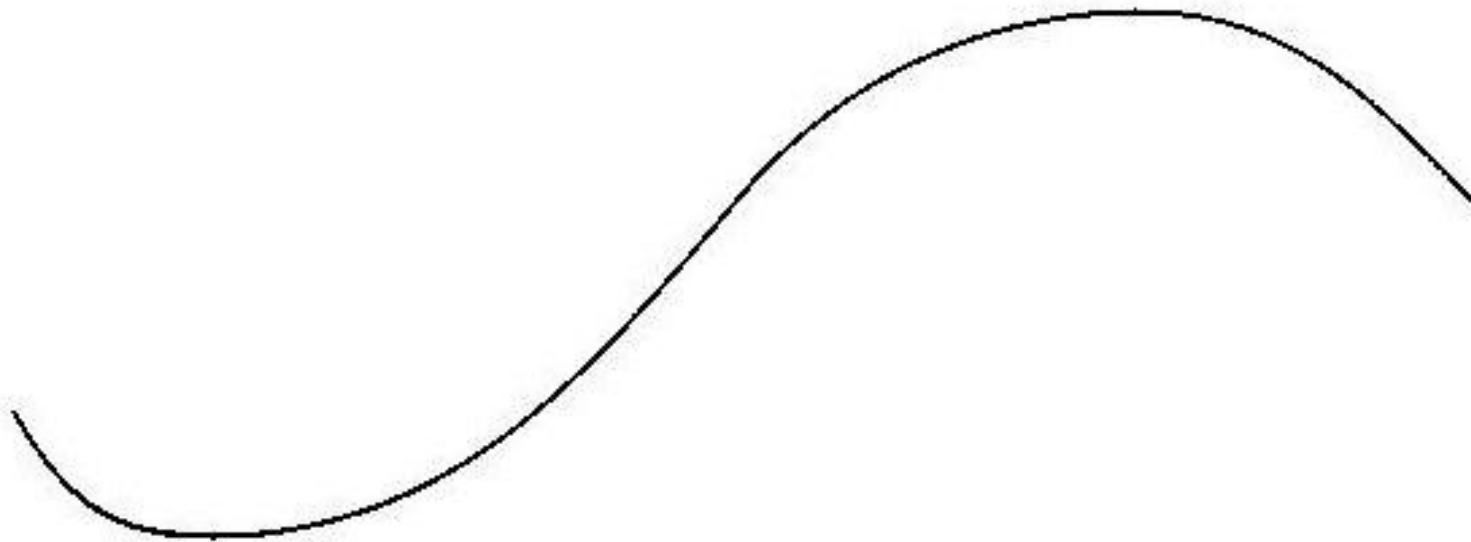


*Sergio Zyman,
former Coca-Cola
Chief Marketing Officer*

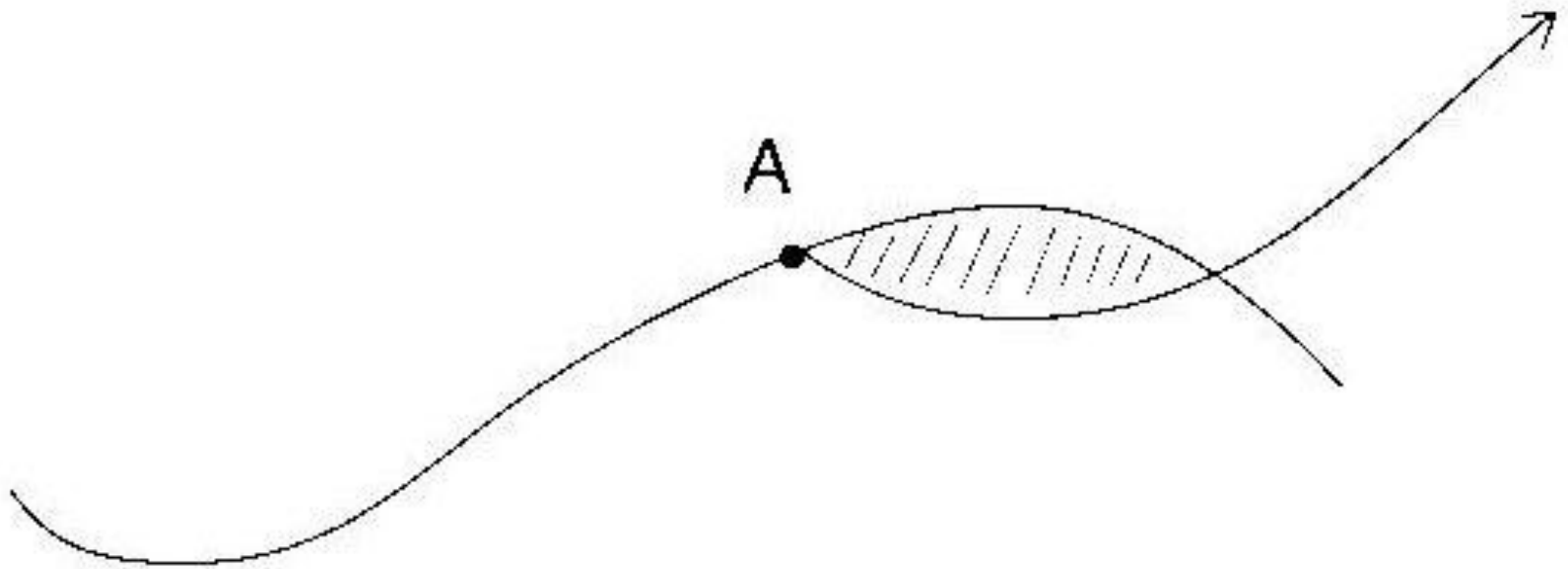
What are the most critical changes in the new marketing environment?

- Accelerating pace of the product cycle
- New online marketing channels
- Abundant information sources
- Increased consumer power
- Globalization / glocalization
- Cross-cultural relations

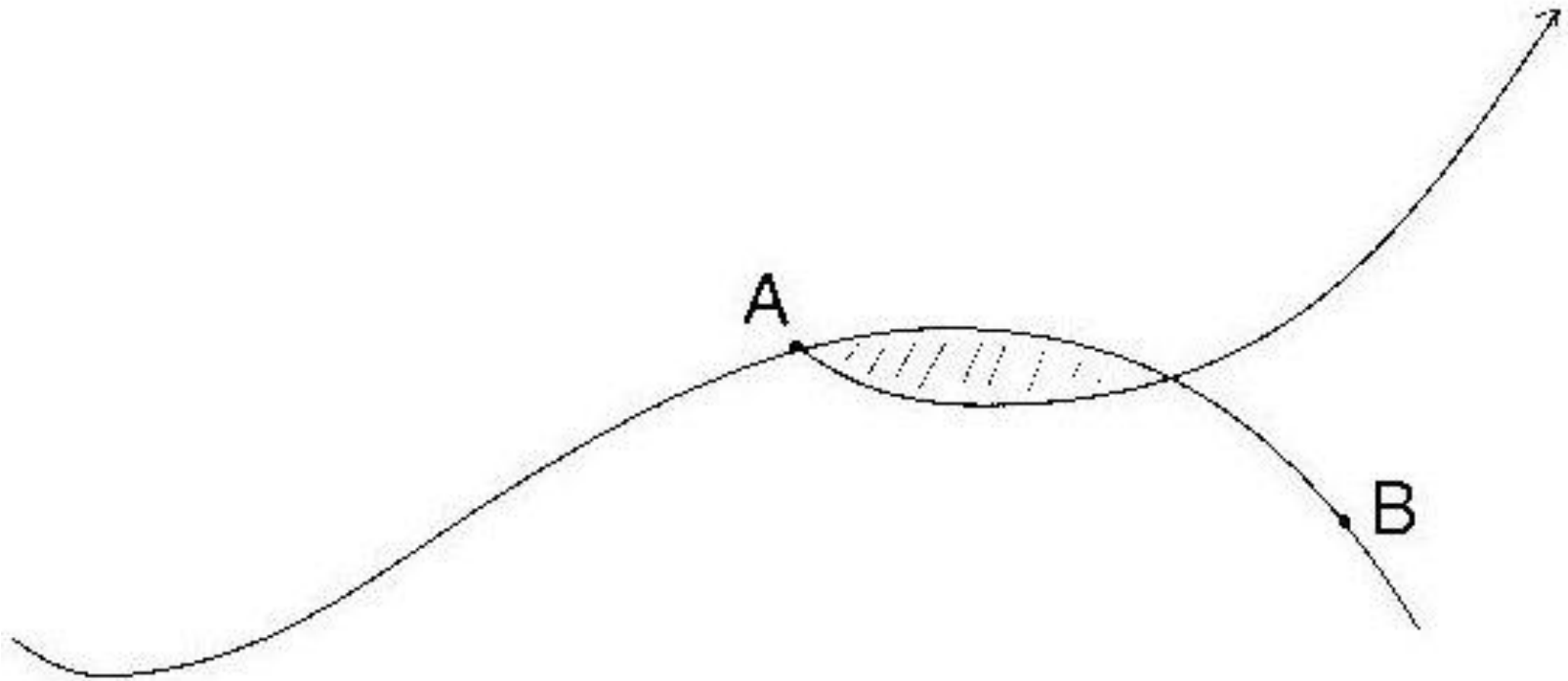
Sigmoid Curve



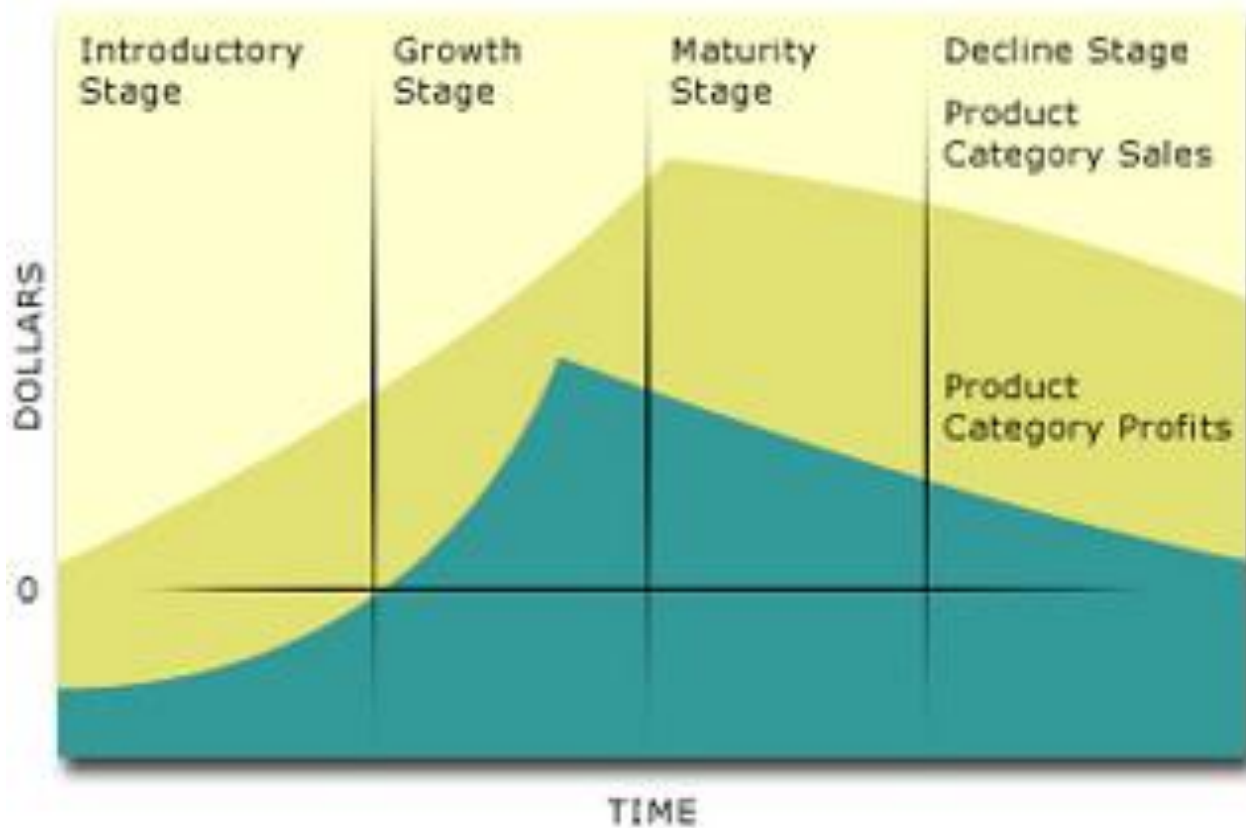
Sigmoid Curve – New Effort



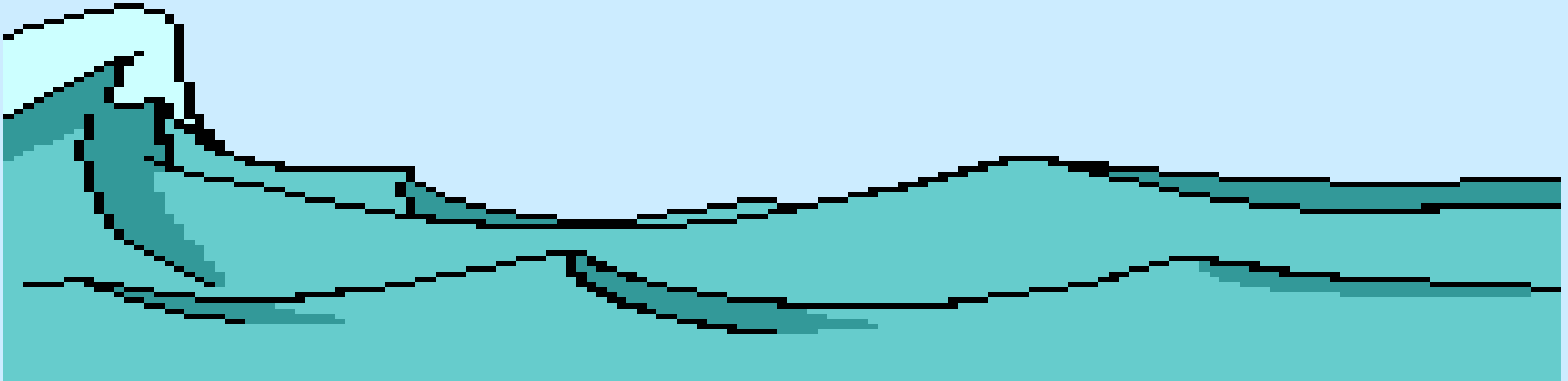
Sigmoid Curve – Too Late



Product Life Cycle



Accelerating Wave Frequency



New Consumer Tools

- [Amazon](#)
- [Craigslist](#)
- [Circuit City](#)
- [Epinions](#)
- [mySimon](#)
- [C|Net](#)
- [Buy.com](#)
- [MSN-eShop](#)
- [ShopGuide.com](#)
- [CompUSA](#)

