

Matti J. Haverila:

## Marketing in the Digital and Information Age: Strategies and Tools for the Global Networked Economy.

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The world is moving from the phase of industrialism to informationalism at a fast pace. Many advanced nations are struggling with the changes involved. Allocation of resources to create innovations seems to be the standard approach to such challenges. This, however, seems an unlikely solution.

Intellectual capital is the key resource for competitive advantage in the information society. Networking, collaborating with other companies and forming strategic alliances, even with competitors, is vital. Such strategies create new advanced product concepts and value propositions, which make it possible to capitalize on otherwise unattainable opportunities.

New market segments are evolving while also becoming smaller. Strategy in this new marketing world of

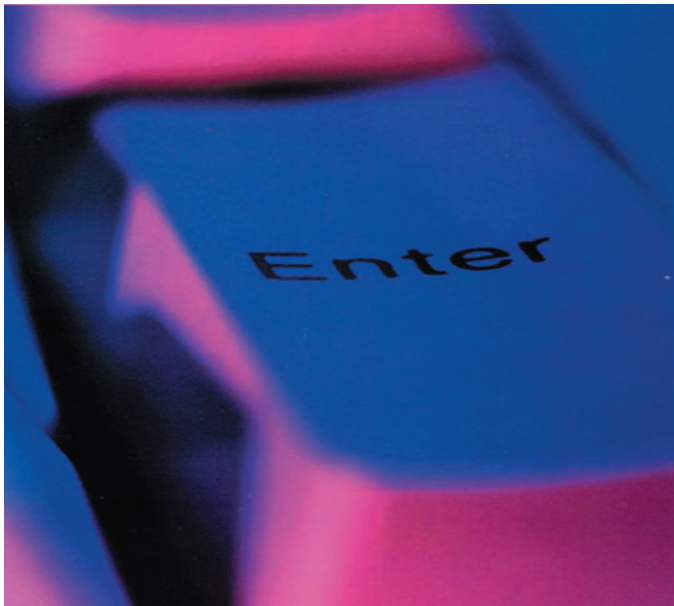
informationalism is more important than ever. Having an excellent strategy is fundamental, but so too is the execution of the strategy. Enabling the stakeholders in this era of informationalism to fully implement the strategies is becoming the key to success.

The emergence of the Internet has had a profound impact at many levels in our society and marketing is no exception. Electronic marketing provides opportunities not yet fully comprehended in the corporate world.

Collaboration, the use of information and knowledge, and the advanced use of E-Marketing are moving the world towards a new age of marketing, which can be called Immersive Marketing. It is time to get onboard.

The changes in the field of marketing are clear. The development of new innovative product concepts on the basis of cooperation of many companies and utilizing strategic alliances is necessary.

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## Emergence of Electronic Marketing

- Introduction to Internet and E-Business
- Internet
- Buyer behavior
- Electronic business and market research
- E-Business communication and promotion
- E-business distribution
- E-business business models

## The Key Role of Strategic Alliances in the Digital Age

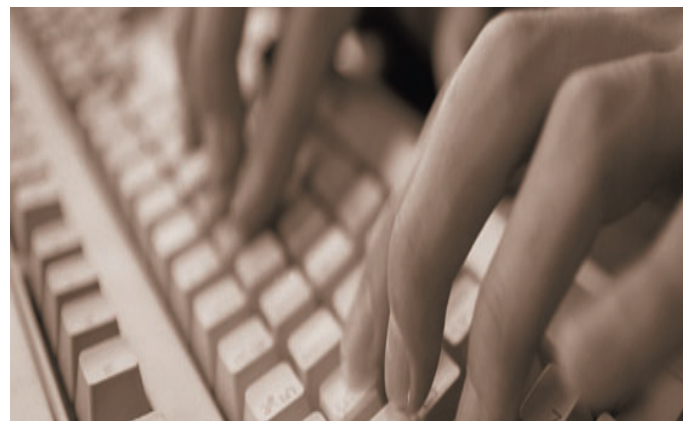
- Definition and types of a strategic alliances
- The strategic point of view
- Target definition: Finding a suitable partner
- Execution of the partnership strategy
- Tiering
- Partnership negotiations
- Financing the alliance

## Marketing of High-Technology Products

- Importance of marketing with high-tech products
- Defining high technology
- Emerging trends, timing and R&D in tech companies
- Market research in high tech companies
- Product strategy in high-tech markets
- Distribution channels in high-tech marketing
- Pricing high technology products
- Advertising and promotion in high-tech markets
- Role of various marketing methods when launching new high-tech products

## Literature, Glossary, Index

## List of Electronic Appendices



## Table of Contents

### Introduction

- Industrialism and informationalism
- New global economy
- Digital convergence and immersive IP
- Intellectual capital and network economy
- New market segments
- Information Life Cycle and Weak Signals
- Personalization

### Importance of Strategic Management for Marketing

- The importance of customer orientation
- Strategic management
- Strategic management process model
- Process management and BSC
- Segmentation and positioning
- Strategy and business plans

### Commercial Innovations

- Better results with innovations
- Strategic management and visions for future
- Knowledge capital and intangible assets
- Power of networks and virtual organizations
- New product strategies
- New product development
- The product development process
- Software tools for the R&D