



# The Reinvention of Marketing

*Deborah Malone*

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The marketing industry is undergoing dramatic transformation brought about by technology, globalization, and shifting economics. "The reinvention of marketing" is becoming a more critical issue as the industry looks to deliver purpose and meaning to brand values in a business world increasingly defined by social media, mobility, analytics, "big data," return-on-investment, and the need for global growth. Learn from these extraordinary individuals who are reinventing contemporary concepts of marketing: Morten Albæk, CMO and Group SVP for Global Marketing, Communication & Corporate Relations Vestas Wind Systems; Dana Anderson, SVP & Chief Marketing Officer- Mondel?z International; Barbara Basney, Vice President Global Advertising & Media- Xerox Corporation; Pete Blackshaw, Global Head of Digital Marketing & Social Media- Nestlé; Zita Cassizzi, Chief Digital Officer- TOMS Shoes; Fernando Chacon, Chief Marketing Officer- Banco Itaú; Jesper Colding, Vice President- Mengniu Dairy Company China; Carmen d'Ascendis, Global Managing Director for Finlandia Vodka and Chambord Liquor- Brown-Forman; Jason Hill, Director of Global Media Strategy- GE. Amy Lou, Director of Global Brand Management- Huawei; Nadine Karp McHugh, Vice President of Global Integrated Media Communications- Colgate Palmolive; Lee Nadler, Marketing Communications Manager- MINI USA; Clayton Ruebensaal, Vice President Global Marketing- The Ritz-Carlton Hotel Company; Simon Sproule, Corporate Vice President of Global Communications- Tesla Motors; and Joseph V. Tripodi, Chief Marketing & Commercial Officer- The Coca-Cola Company. Not only is marketing more critical now to every organization, but it can literally do good, transform brand and consumer relationships through honesty and passion, and even change the world. (Heady stuff, but there are some amazing ideas in the following chapters of how marketing can actually make a world of difference.) There's no question that today's always-on, accountable, social media environment has radically shifted the rules of "doing good business." Responsibility and transparency are now central to how any brand or business plays its proper role in society. More companies are embracing big, sustainable ideas that demonstrate true marketing innovation in an effort to deeply connect with customers' values. These ideals are simply CENTRAL to new marketing principles. When done right, business growth is often a result, and this new way of working truly represents a global revolution in marketing intentions and possibilities. The author, Deborah Malone, is an acknowledged marketing industry leader. She is the Founder of The Internationalist, which connects the people and ideas in international advertising, marketing and media through content, intelligence, thought leadership, community, collaboration and influence, and a global partner of the ANA/Association of National Advertisers for THE INTERNATIONALIST 1000 initiative- 1000 Marketers Around the World Reinventing Marketing. She also started Ad Age International, served as Global CEO of the International Advertising Association, and is a champion for international marketing so it is credited as a significant business force for purposeful communications, consumer benefit, and brand growth.

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