

Editorial: *Refusing to be passive recipients as customers and striving to contribute to the courageous map of this new world of consumer space by encouraging authentic partners in great tasks of transformation*

In our last editorial it was also remembered that everything we do in our life represents a choice, and we have to ask ourselves: are we really informed, smart, interested, engaged, and consulted? This time, allow us to ask another question. Who are those who have no respect for others' perceived competence, who cannot distinguish the truth around or within themselves, but have as ideal the appearance and money, being full of uncontrolled ambition and intolerance, considering that they are not kept on earth by the same gravity as the others?

Yes, we all know that they are so "close" to all of us... that is why we must treat them as if they were what they should be, even they still do not know and still do not try to find out because they do not care than to continue growing mismatch between what they think, say and do, while running from the truth and authenticity. Paraphrasing a recent approach of "a turbulent week in a turbulent world"¹ we can say that in the end we are left even by recent standards with hidden power structures subverting the "customer" will. And all these because those who are not kept on earth by the same gravity as the others are forgetting that: *"The greatest way to live with honor in this world is to be what we pretend to be"* (Socrates); according to the coherence theory (coherent meaning being logically connected), a particular statement is true if it is integrated within the framework of all other statements already accepted as true; there is a real need of being a real eye-opening representative ready to really serve the community on the long term, and not just from time to time, and accepting novel ideas, and identifying and challenging your own assumptions; every marketing strategy is supported by the supply chain which is necessary to be designed from the customer inward, because, as we will see later, customers are not passive recipients of what this kind of marketers do... Or are they not? Because to be passive recipients as customers means to resign their personality.

Coming back to Marketing, and paraphrasing a well-known Marketing Professor Michael R. Solomon (Saint Joseph University, Philadelphia SUA, and author of the book "Conquering Consumer space: Marketing Strategies For A Branded World", New York, AMACOM, 2003 - www.mobilemarketingcn.com/wp-content/uploads/Marketing-Strategies-for-a-Branded-World_146E1/.AMACOM.Conquering.Consumerspace.Marketing.Strategies.For.A.Branded.World.pdf), we can say that there is a feeling of having the permission to choose how, when and if customers will interact and contribute to the courageous map of this new world of consumer space: "I Consume, Therefore I Am!"; "Can I Play? Participatory Marketing"; "Are You What You Buy?"; "Learning by Observing: Do You Mind if I Watch?"; "Viral Marketing: Spread the Good Word"; "The Value of Me: Who Owns Our Minds, Our Bodies—and Our Data?"; "Escape from Freedom: The Paradox of Consumerspace"... Finally, Professor Michael R. Solomon argued that customers will be loyal to the companies << that enable them to "escape from

¹ Robin Lustig, 22 June 2012, www.bbc.co.uk/blogs/worldtonight/2012/06/a_turbulent_week_in_a_turbulen.html

freedom'' by simplifying and reducing options. >> Six years later, Paco Underhill² underlined that customers like touching, trying, tasting, smelling, and exploring the world of desirable objects, and this artful juxtaposition of those objects can most of the times make all the difference in the world, this being probably the most powerful incitement to shopping, giving the mentioned opportunity.

Let us ask a question in the case of those who are not kept on earth by the same gravity as the others. What kind of supply chain is that which is supporting their marketing strategy? With so much as we are celebrating two decades since Martin Christopher³ argued that: "*It is supply chains that compete, not companies*". Perhaps we will find out together the proper way to be prepared for this kind of supply chain uncertainties, taking into account the complex patterns of customer demand and rising customer expectations. Of course, the will to change the world exists thanks to great people that opened new ways to improve the thinking and acting, by encouraging authentic partners in great tasks of transformation, as Andrew Cohen (www.andrewcohen.org/andrew/spiritual-teacher.asp) would say, by planning for the unplannable (control tower, monitor, predict and so on) as Hans van Grieken (Vice President Business Innovation, Capgemini), would say.

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² Paco Underhill - Why We Buy. The Science of Shopping, Updated and revised for the Internet, the global consumer and beyond, Simon & Schuster Paperbacks, New York, 2009, p. 170

³ Martin Christopher - Logistics & Supply Chain Management, Pitmans, London, UK, 1992