

Editorial: *If the art of creating the brand can do better, could we all in the “global community” do better?*

We communicate more and more, and in different ways. We are talking increasingly more and more about our rights, and less about our responsibilities. And when we talk about the responsibilities, we are doing so looking more at other people, all of us knowing that the world is being shaped by ideas and by the way we are habituated to perceive. We watch, comment and act by imitating more, with more or less discernment in the context of information bombardment to which we are subject. Not coincidentally, our Romanian so-called “oral philosopher” Petre Tutea said that - beyond the fact that imitation is an inevitable social phenomenon - we're lucky that there are people who are not like us, and why should it bother us that we still have examples that bother some “mile stones” without which we would not be able to understand either genius or normality, the social body being so loose ... In fact, as the French writer Jean-Paul Sartre argued: “we are us in the eyes of others and it is from the way others see us that we assume as who we are”. And, of course, considering the American poet Ralph Waldo Emerson's words: “What lies behind us/And what lies before us/Are tiny matters compared/To what lies within Us”. On the other hand we all know that, in the end, our life won't change until we want it to change.

Herbert Marshall McLuhan¹ (who predicted in the sixties that the newly emerging electronic network would recreate the world in the image of a “*global village*” allowing the sharing of the knowledge about different solutions, while experiencing events through our “*extended senses*”, particularly those of sight and sound, as if we were in the same physical space, and becoming aware of responsibility on a global level; he also coined the phrase “*The media is the message*”, considering media as a primary shaper of civilization) attracted our attention long time ago to the challenge of keeping desired information accessible within the context of technologies altering the manner in which we process information (we are all interpreting this information relative to our individual experience), also suggesting that we can all have a role in shaping our global community, “*a single global tribe*”. Herbert Marshall McLuhan died in 1980, on New Year 's Eve, having inscribed on his gravestone an interesting reference to the “*truth*”.

Within this context of technologies altering the manner in which we process information, and as we are just few days before the world's most important gathering of CIOs and senior IT executives – Gartner Symposium/ITxpo (USA, Orlando, October 6-10, 2013), Gartner Inc. being recognized as the world's leading information technology research and advisory company – let us remember a Gartner statement² from July 31, 2013: “Much of the differentiation and value of the “Internet of Things”³ resides not in the device, nor even the connectivity, but in the *data aggregation, data-processing and decision-making activities that take advantage of the data streams emanating from the device* (or the ability to remotely influence that device).” Two weeks

¹ <http://www.marshallmcluhan.com/biography/>

² Gartner Says Potential Size and Diversity of the Internet of Things Mask Immediate Opportunities, Stamford, Conn., July 31, 2013, www.gartner.com/newsroom/id/2564916

³ The network of physical objects that contain embedded technology to communicate and sense or interact with their internal states or the external environment, www.gartner.com/it-glossary/internet-of-things/

later, on August 13, 2013, Chris Taylor⁴ argued on HBR Blog Network that: “...as data continue to grow in volume, velocity, and variety, making management more complex and potentially slowing time to decision, something has to give... machine learning is a branch of computer science where algorithms learn from and react to data just as humans do. Machine-learning software identifies hidden patterns in data and uses those patterns both to group similar data and to make predictions...” Within this HBR Blog Network framework – of an “extremely crucial” discussion (Monte Lim) about this “Excellent overview of big data and the current trend in non-directed data discovery” (Ravi Benedetti), and taking into account that “Machine learning is coming whether we recognize it or not and all one has to do is look at evolution” (Lmccain), and “while predictive analytics and real time learning are huge untapped areas for process and decisioning... there is always the human element that will be used to tune and tweak these decisions” – Chris Taylor replied to the numerous comments left on HBR Blog: << It is not an easy task to live in today while thinking ahead to what is next; to know how/where/when to apply data, large or small we need to know what is important to the business; we are moving into the “post hunch” age where we have data to make decisions instead of our gut; as data gets bigger at a faster rate than data scientists becoming available machine learning has fascinating use cases, and when machines can learn from the data, and then relearn from the data, the outcome of machine learning becomes much more valuable, they absolutely carrying forward some bias of the original human analysis and decisions, the key to machine learning being figuring out what data matters, which can have a very positive effect on storage; there is so much to be gained from not just more data, but much smarter use of that data, considering both, the great deal of variation in how data is being generated, consumed and applied, and the fact that Big Data is approaching an intersection and the choices are to simply (through tech) or pay the price of complexity, being many ways Big Data can be applied to things (some are not good; privacy issues will need to be worked out for sure) etc. >>

According to the Facebook CEO, Mark Zuckerberg (August 2013): “a connected world could address economic disparity and outlined a vision of even the poorest people connecting to low-cost, low-data versions of basic Internet services.” WIRED Interview⁵ with Zuckerberg offered interesting insight regarding Facebook’s plan to get entire planet online. In the opinion of the Facebook CEO, social networks and messaging and search engines are portals to more content and is very important to make the basic access to them free via building a sustainable model (getting a phone, and having the dial tone for the Internet) with the help of [Internet.org](http://www.internet.org/), a consortium that allied Facebook with handset makers (Nokia, Samsung, Ericsson), a browser company (Opera), and network infrastructure manufacturers (Qualcomm, MediaTek). Two days after this interview, WIRED⁶ also attracted our attention on the necessity of understanding how the sociology of sharing evolves, sharing becoming imperative, if not inevitable, thanks to the ever-increasing density and dysfunction of urban mobility, and the more efficient way to move

⁴ Chris Taylor - A Better Way to Tackle All That Data, August 13, 2013, http://blogs.hbr.org/cs/2013/08/a_better_way_to_tackle_all_tha.html

⁵ Steven Levy - Zuckerberg Explains Facebook’s Plan to Get Entire Planet Online, 26.08.2013, <http://www.wired.com/business/2013/08/mark-zuckerberg-internet-org/>

⁶ Marcus Wohlsen - What the Sharing Economy Needs Is a Little Less Democracy, 28.08.2013, <http://www.wired.com/business/2013/08/sharing-economy-localmotion/>

mainstream consumer culture towards more sharing being perhaps from the top down... led by the Silicon Valley' vision of communal consumption.

Two months before, on June 25, 2013, Infosys (“Engaging with Digital Consumers: Insights from Infosys Global Survey”⁷), invited us to take a look at the complex behaviors consumers display when sharing their personal data, and highlighted the followings: there is a gap between the personal information consumers are willing to provide online and the ability of companies to leverage that data, to navigate the complex behaviors consumers display when sharing their personal data being the key challenge facing business; *the companies are not effectively using the mountains of information they have at their disposal; there is a considerable degree of influence of social media on consumer purchasing behavior*. According to Stephen Pratt, Managing Partner, Worldwide Consulting and Systems Integration and Executive Council Member at Infosys⁸: “Companies need to crack the code in mining data effectively to gain consumer trust and clearly articulate the benefit to their customers”.

There is no doubt that to be successful as brands or personal brands, we need to truly understand people around us which appear as an extended research focus group. We all are customers, and we are all engaged, in this “*human centric era*” (an era of highly aware customers, values-driven marketing affecting employees, channel partners, and shareholders who are addressing issues within society that will help build a better future for our “global community”), in a conversation as values-driven people talking to each other around the globe about the choices we make.⁹

On November 20, 2009, in Vienna, Philip Kotler gave a lecture on “*Peter Drucker, The Grandfather of Modern Marketing*”,¹⁰ highlighting Drucker’s Teachings in Marketing (such as: “The purpose of a business is to create a customer”; “Business has only two functions - marketing and innovation. All the rest are costs”; “The best way to predict the future is to create it”; “The entrepreneur always searches for change, responds to it, and exploits it as an opportunity”). Kotler referred to the fact that “Marketing moves” to digital inhabitants, digital natives, and mentoring, to *value-based marketing*: Mission (Why - *Contributing to the community well –being as well as sustaining and protecting the environment*); Vision (What - *To be a world leader in delivering innovative solutions to meet human needs through sustainability principles*); Values, Sustainability (How - *We create economic value; We strive for environmental health; We advance social progress*).

On October 20, 2010, Umair Haque argued that “*Marketing can do better*”¹¹, by starting *listening up* as a deep dedication to real dialogue and asking questions that matter, investing both

⁷ www.infosys.com/newsroom/features/Pages/digital-consumer-study-infographic.aspx

⁸ www.infosys.com/newsroom/press-releases/Pages/digital-consumer-study.aspx

⁹ Philip Kotler, Herman Kartajaya, Iwan Setiawan - *Marketing 3.0: From Products to Customers to the Human Spirit*, Wiley, 1 edition, May 3, 2010

¹⁰ http://www.druckersociety.at/repository/201109/Grosser_Festsaal/1530-1615/10.0.1%20Kotler.pdf

¹¹ Umair Haque - Marketing Can Do Better, http://blogs.hbr.org/haque/2010/10/marketing_can_do_better.html

in market research and in people. He considers that the really important part is the “up”, which means: *“having dialogues about what elevates and betters people, what raises them up to higher standards of living, doing, having, and being, what really makes them better off in meaningful ways that matter — and then igniting a movement to make it happen”*.

Engaged in this “*human centric era*”, by listening, conversing, and building relationships, we are both participants and spectators to the full development of *social media* - defined as “*forms of electronic communication (as Web sites for social networking and micro blogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos)*”¹² - as marketing phenomenon. Being a consistent shift in how we get our information, facilitating enhanced speed and breadth of this information dissemination, turning communication into interactive dialogue, *social media represents a marketing revolution by the extension of currently existing marketing strategies, and providing value and leading to engagement with customers and influencers, while creating, sharing and building communities in the virtual space thanks to this continuous interactive dialogue enabled by a plethora of web technologies*. Within this framework, the marketing department is responsible for acknowledging social media as an accepted marketing process and to adequately manage the social media channels so as to ensure the continuity of trusting relationship building with prospects and customers, and raising them up to higher standards of living, doing, having, and being.

That is why we are continuing to build a reading experience. Thank you for subscribing to our “Romanian Distribution Committee Magazine”, and joining the conversation!

Theodor Valentin Purcărea

Editor - in - Chief

¹² <http://www.merriam-webster.com/dictionary/social%20media>