

Change of Marketing

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Ekana Innovation

New Marketing is about

- Internet, social media, web2.0
- Companies being in dialogue with their whole ecosystem
- Customers becoming more interested in participating
- Corporate gatekeepers disappearing
- Being open and honest instead trying to trick the customer

New Possibilities

- Closer contact with customers/partners
- Cost-efficient way to spread your message (and get feedback!) to potential customers
- Global base of "fans" can be reached

Company "brands" are becoming
consumer brands

Company websites are becoming
service centers

Sense making keskustelut WINFERENCE 2009

Dear Sebastian,

Thank you for your mail and thoughts.

I am happy that you have been invited to attend the WINFERENCE over the web and will get an opportunity to discuss development issues with prominent professionals from Finland.

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विद्याविनियोगाद्विकासः

I I IIM
AHMEDABAD

Indian Institute of Management

“If you don't go to India,
India will come to you.”

Jeffrey Sampler, University of Oxford

Intia raportoi

Sebastian Laine

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Dr. Abdul Kalam

Ex-president of India



1. Intian vaikutus muuhun maailmaan

Kehittymisen laki

Kilpailukyky

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Ex-president of India



**2. Tulevaisuuden
menestytekijät yksilöille,
organisaatioille ja kansoille**

Valaistuneet kansalaiset

Luovat johtajat

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Creative Leaders:

- 1. Must have a vision.**
- 2. Must have a passion to transform the vision into action.**
- 3. Must be able to travel into an unexplored path.**
- 4. Must know how to manage a success and failure.**
- 5. Must have courage to take decision.**
- 6. Should have Nobility in management.**
- 7. Every action of the leader should be transparent.**
- 8. Leader must work with integrity and succeed with integrity.**

Creative leadership means exercising the vision to change the traditional role from the commander to the coach, manager to mentor, from director to delegator and from one who demands respect to one who facilitates self-respect.

Greetings and best wishes

Kalam