DESCRIPTION

The fundamental relationships among brands, media, and people are being transformed, and just as we try to adapt, along comes a new disruption. Are you and your organization prepared to deal with today’s unprecedented speed and scope of technological change?

Beyond Advertising provides a business transformation road map for an aspirational future, based on the insights of more than 200 of the world’s most forward-thinking executives, innovators, and academics all grappling with today’s unique challenges and opportunities.

This book offers a concrete set of principles, including The All Touchpoint Value Creation Model, designed to lift us out of reactive thinking and encourage the co-creation of a future better for business, better for people, and better for society. Actionable steps include:

• Holistically orchestrate and allocate resources across all touchpoints

• Redefine expectations of success to align for multi-win outcomes

• Provide every stakeholder at all touchpointsa R.A.V.E.S. standard of content: relevant and respectful, actionable, valuable, exceptional experiences, and a shareworthy story
• Develop all touchpoints to maximize the M.A.D.E.s value of context: the complete person, the features of the delivery platform, the dynamic environment, and synergies with other touchpoints

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ABOUT THE AUTHOR

YORAM (JERRY) WIND is the Lauder Professor and Professor of Marketing at The Wharton School and the founding Director of the Wharton SEI Center for Advanced Studies in Management, the Wharton Fellows program and co-founder of the Wharton Future of Advertising Program. He led the development of the Wharton globalization strategy, the creation of the Wharton Executive MBA program, as well as the reinvention of its curriculum. He has received numerous marketing awards, including the Buck Weaver Award (2007), the Charles Coolidge Parlin Award (1985), AMA/ Irwin Distinguished Educator Award (1993), and the Paul D. Converse Award (1996).

CATHARINE FINDIESEN HAYS is the founding Executive Director of the Wharton Future of Advertising Program, a leading research center bridging practitioners and academia. She earned her graduate degrees at Wharton and Penn as a Lauder Fellow and led pioneering marketing, strategy and sales teams during a 15-year career at AT&T. She can be heard on air as a host of "Marketing Matters" on Business Radio Powered by the Wharton School on Sirius XM 111.

THE WHARTON FUTURE OF ADVERTISING INNOVATION NETWORK is the influential and growing global community of forward-thinking collaborators from across industry and academia committed to advancing the scope, value, and impact of "advertising".

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