

INDEX

A

Abbot, 171
Adams, Scott, 53
AIG, 70, 101
Amazon.com, 58–59, 65, 87,
111
American Marketing
Association, 17
American Express, 125
Apple, 35, 59, 60
Aspen Institute, 102
Authenticity, 34, 39–40, 45,
58, 60, 66, 71–72, 78
Avis, 79
Avon, 126

B

Baby boomers, 131
Bank Rakyat Indonesia, 142
Base of the pyramid. *See*
Bottom of the Pyramid
(BOP)
Ben & Jerry's, 77, 91–92,
110
Berlin Wall, 12
BlackBerry, 7
Blog, 7

Body Shop, The, 16, 54,
60–61, 77, 91, 110, 114,
130, 173
Boehringer Ingelheim, 16,
171
Bono, 172
Borden, Neil, 25
Bottom of the Pyramid
(BOP), 37, 105, 142, 145
BP, 170
Brand:
equity, 114
identity, 34, 36, 39, 45
image, 36–37, 39
integrity, 37, 39
management, 27
Branson, Richard, 35, 61
Brazil, 76
Brazil-Russia-India-China
(BRIC), 76
Bristol-Myers Squibb, 171
Buffett, Warren, 102
Butman, John, 104

C

Calne, Donald, 170
Campbell Soup, 171

- Cause marketing, 125–126,
129, 134
- Cemex, 148
- Challenge plot, 61
- Channel partner:
as change agent, 93–96
as collaborator, 90–93
as creative ally, 96–98
- Channel partnership, 92
- Character building, 34
- Chicken Soup plot. *See*
Connection plot
- China, 12–13, 76, 88,
130–131, 138, 140, 149
- Chopra, Sunil, 87
- Chouinard, Yvon, 110
- Christensen, Clayton, 19,
105, 140
- Cisco, 74, 78, 83, 132
- Coca-Cola, 15, 51–52
- Cocreation, 10, 32–33
customization, 33
platform, 33
- Colgate, 64
- Collaborative marketing,
5–12
- Collins, James, 80, 101,
103
- Communitization, 33–34
- Connect and develop, 10–11
- Connection plot, 61
- ConocoPhillips, 170
- Consumer empowerment,
63–66
- Consumer-centric
marketing. *See*
Marketing 2.0
- Conversation, 51, 64–66,
114, 139, 148
- Corporate brand, 37,
114–115
- Covey, Stephen, 34–35
- Craigslist, 7
- Creative society, age of, 5,
17–21
- Creativity plot, 61
- Crowdsourcing, 9
- Cultural brand, 15–17, 60
- Cultural marketing, 5,
12–17
- Customer management,
25–26
- D**
- David and Goliath plot. *See*
Challenge plot
- Davis, Mellinda, 20
- Day, George, 58
- Dell, 87–89, 140
- Dell, Michael, 88
- DeSantis, Jake, 70
- Developing country. *See*
Emerging market
- Differentiation, 5, 20, 31,
34–37, 39, 122–124,
127, 132, 146–147, 159,
165, 173
- Dilbert, 53
- Disney, 122–123
- Dolan, Paul, 40
- Doughnut principle, 41
- Drucker, Peter, 40
- DuPont, 110, 153, 154–156

E

eBay, 9, 61, 65, 87, 111
Education, 129
Emerging market, 76, 125,
140
Emotional marketing, 27
Enron, 69
Enterprise Rent-A-Car, 75
Experience economy, 58
Experiential marketing, 27
Exxon Mobil, 31

F

Facebook, 7
Fetzer Vineyards, 40
Flickr, 7
Florida, Richard, 18
Fogel, Robert William, 20
Fonseca, Eduardo Giannetti
da, 132
4chan.org, 63
Four Ps, 25–26
Friedman, Lawrence, 92
Friedman, Thomas, 13

G

Gates Foundation, 83
Gates, Bill, 54
Gen Y, 131
General Electric, 8
General Motors, 66
Gerstner, Louis, 102
Gilead, 171
Gilmore, James, 34
GlaxoSmithKline, 143, 171
Globalization paradox:
age of, 5, 12–17
economic, 14

political, 13
sociocultural, 14
Gobe, Marc, 15, 35
Godin, Seth, 7, 33–34
Google, 64, 130
Grameen Bank, 137
Grameenphone, 139, 143
Great Depression, 29, 101
Greenwald, Robert, 156

H

Habitat for Humanity, 14
Hart, Stuart, 19
Hasselhoff, David, 12
Heath, Chip, 61
Heath, Dan, 61
Hershey, 177
Hertz, 79
Hewlett-Packard, 9
Hindustan Lever, 95
Holcim, 170
Holliday, Chad, 156
Human, key component of,
34–35
Human civilization, 17
Human spirit, 4
marketing to, 17–21,
34–39

I

IBM, 8
IDEO, 75
“I’d Like to Teach the World
to Sing,” 15
IKEA, 51
Immelt, Jeff, 59
India, 76

- Industrial Revolution, 5
Information age, 3
Information technology, 3,
5, 11, 13, 72, 175
Initial public offering (IPO),
103
InnoCentive, 9
Innovator, 153, 154–156,
157, 158, 159, 160,
161, 165
Internet, 5, 7, 27, 175
Investor, 153, 155, 156–158,
159, 160, 161, 165
iPhone, 7, 59
iPod, 59
ITC, 95
- J**
Jobs, Steve, 35
- K**
Kanter, Rosabeth Moss, 78,
82
Kelleher, Herb, 54
Kelly, David, 83
Kennedy, Ted, 63
Kenya, 37
Kramer, Mark, 77
Krishnan, M. S., 32
Kunreuther, Howard, 104
Kutcher, Ashton, 7
- L**
Lee, Nancy, 105
Lee, Scott, 157
Lehman Brothers, 101
Lencioni, Patrick, 71
Liddy, Edward, 70
Linux, 9
Living the brand, 78
Loads of Hope program, 64
- M**
Mac, 59
MacGyver plot. *See*
Creativity plot
Macintosh, 1984
commercial, 60. *See*
also Mac
Maria Yee, 93–94
Market polarization,
104–106
Marketing:
definition, 17
evolution of, 27
future of, 34
Marketing 1.0, 3, 5, 26, 30,
178
Marketing 2.0, 3, 4, 5, 27
Marketing 3.0, 3, 5, 12, 14,
17, 20–22, 34, 36, 39,
45, 53, 72, 80, 82,
89–90, 93, 96, 98, 111,
113, 115, 127, 130,
134, 166, 174, 178
Marketing mix, 25, 95, 147,
149
Mark-to-market accounting,
69
Marriott, 78
Maslow pyramid, 19, 83,
127, 128, 133

- Mass collaboration, 10
Mayo Clinic, 74
McCarthy, Jerome, 25
McDonald's, 16
McKee, Robert, 59
McNealy, Scott, 7
Merck, 171
Metcalf, Robert, 64
Metcalf's Law, 64
Microcredit. *See*
 Microfinance
Microfinance, 106, 137, 142,
 174
Microlending. *See*
 Microfinance
Microsoft, 9
Middle class, 132
Millennium Development
 Goals (MDGs), 137, 170,
 171, 174, 175, 177
Minorities, 132
Mission, 4, 20, 40, 42, 44,
 52–53, 63
 creating, 53–54
 definition, 41
Moot, 63
Motorola, 126
Myners, Lord, 102
MySpace, 9
- N**
Narcissistic leaders, 58
Net Promoter Score, 65
New Coke, 51
New wave technology, 5, 7,
 22
Novo Nordisk, 143
- O**
O2, 172
Obama, Barrack, 29, 63
Office Depot, 132
Open source, 9, 33, 133
Orange, 172
- P**
Participation, age of, 5–12
PartnerDirect program, 88
Patagonia, 110
Path of Service, 37
Patrimonio Hoy program,
 148
Personal computer, 27
Philanthropy, 40, 124, 125,
 126
Philips, 170
Pine, Joseph, 34
Pink, Daniel, 17
Porras, Jerry, 103
Porter, Michael, 77
Positioning, 26–27, 30,
 35–37, 39, 94, 146, 173
Post-growth, era of, 89
Poverty, 4, 14–15, 19, 62,
 95, 105, 107, 132,
 137–138, 140–141, 147,
 149, 170, 173
Pralhad, C. K., 18
Privacy, 122, 130
Procter & Gamble, 10, 11
Product management, 25,
 26
Product-centric marketing.
 See Marketing 1.0
Profitability, 42

- Propagator, 153, 155,
158–159, 160, 161,
166
- Pyramid, economic,
137–139
- Q**
- Quaker, 125
- R**
- Rabobank, 170
- Rackham, Neil, 92
- Rappaport, Alfred, 102
- Recession, 29–30, 62, 122,
125
- RED products, 172
- Reed, David, 64
- Reed's Law, 64
- Reichheld, Frederick, 65
- Returnability, 42
- Ries, Al, 35
- Roberts, Kevin, 35
- Roche, 171
- Roddick, Anita, 54
- Roddick, Gordon, 110
- Rotten Tomatoes, 7
- Ruff, Richard, 92
- Russia, 76
- S**
- Saab, 66
- Samuelson, Robert, 13
- Savitz, Andrew, 177
- Schmitt, Bernd, 35
- Schoemaker, Paul, 58
- Schultz, Howard, 35
- S.C. Johnson & Son, 37–38,
80–81, 170, 177
- Segmentation, 27
- Seven Giants, 61
- Shareholder, types of,
102–103
- Short-termism, financial,
101–102
- Shriver, Bobby, 172
- Sierra Club, 14
- Silverstein, Michael, 104
- Smile program, 64
- Social Business Enterprise
(SBE), 141
- Social justice, 130, 131
- Social media:
collaborative, 9–12
expressive, 7–9
- Speth, James, 89
- Spiritual marketing, 5
- Starbucks, 35
- Stiglitz, Joseph, 13
- Story:
characters, 60, 61
metaphors, 60, 61–62
plot, 60, 61, 62
- Storytelling, 59–63
- Strategic foresight, 54
- Subway, 129
- Sun Microsystems, 7
- Sustainability, 42
business case, 111–115
definition, 104
environmental, 42, 106,
107, 109, 153, 170

- indices, 109
and shareholder value,
107–110
- T**
- Targeting, 27
Technorati, 7
Terez, Tom, 76
Tesco, 172
3M, 75
Tiananmen Square, 12
Tichy, Noel, 59
Tide, 64
Timberland, 37–38, 44–45,
153, 158–159
T-Mobile, 172
Toyota, 156, 172
Trading down. *See* Market
polarization
Trading up. *See* Market
polarization
Transformation economy, 59
Trendwatching, 10
Tribalism, 33
Triple bottom line, 43
Trout, Jack, 35
Twitter, 7
- U**
- Unilever, 77
- V**
- Value, Attitude, and Lifestyle
Study (VALS), 145, 162,
164
Values, 4, 20, 40, 42, 43,
44
creating, 72–75
definition, 41
types of, 71–72
Vigilant leaders, 58
Virgin, 35
Virgin Mobile, 172
Vision, 4, 20, 40, 42, 43, 44
definition, 41
Vodafone, 170, 172
Volunteering, 39–40, 64, 82,
160
Volvo, 35
- W**
- Wachovia, 101
Waitrose, 126
Wal-Mart, 106, 123, 124,
133, 153, 156–158
Washington Mutual, 101
Weber, Karl, 177
Wegmans, 75, 78, 123–124,
133
Welch, Jack, 53
Welch, Suzy, 53
Wellness, 94, 122, 129, 160
Whole Foods, 75, 83, 124,
133, 161
Wikipedia, 9
Word of mouth, 30, 147
- Y**
- Yelp, 65
Youth. *See* Gen Y

YouTube, 7, 8, 94

Yunus, Muhammad, 106,
137, 141, 147

Z

Zakaria, Fareed, 138

Zaltman, Gerald, 61

Zaltman, Lindsay, 61

Zaltman Metaphor

Elicitation

Technique (ZMET),

61-62

Zohar, Danah, 19

Zuckerberg, Mark, 58