

# CONTENTS

Why I Wrote This Book and Why You Should Read It	ix
Acknowledgments	xiii
<b>1</b> Setting the Context	1
Let There Be Value Creation	1
The Technology That Powers It	16
The Key Consumer Trends of The Next Decade	32
Stepping Back Before Diving In	48
<b>2</b> How Companies Reach Consumers	59
Future of Out-of-Home Media	60
Future of TV Advertising	65
A New Kind of Personal Device	72
A New Way of Building Ad Creatives	79
<b>3</b> How Companies Engage with Consumers	88
Harnessing Your Consumer Base	89
The Future of Loyalty Programs	96
Providing Additional Value Through Digital Products	103
Engaging Through the Intangibles	109
<b>4</b> How Consumers Transact	118
The Future of at Home e-Commerce	119
The Future of On-the-Go Commerce	126
The Future of Browse Purchases	133
The Future of Consultation	140
<b>5</b> How Companies Create Products and Brands	147
The Future of Consumer Research	148
Future of Personalization	154

## CONTENTS

Continued Relevance of Brands	161
The Future Localized Franchise	168
<b>6</b> How Companies Manufacture and Distribute Products	176
The Factory of the Future	177
Future Logistics	184
Digitization of the Route to Market	191
The Circular Economy of the Future	198
<b>7</b> How Companies Work Together	205
The Future of Finance	207
The Future of Employment	215
The Future of Leadership	222
The Future of Government	229
<b>8</b> Making the Transformation Happen	234
Achtung! Sports analogy coming	234
The 3 <sup>3</sup> Framework – Nine Steps to Build and Execute a Digital Transformation	236
EPIC 1 – IMAGINE Your Digital Future	239
EPIC 2 – BUILD Your Transformation Unit	246
EPIC 3 – OPERATE the Digital Transformation	253
<i>Epilogue</i>	263
<i>Index</i>	267