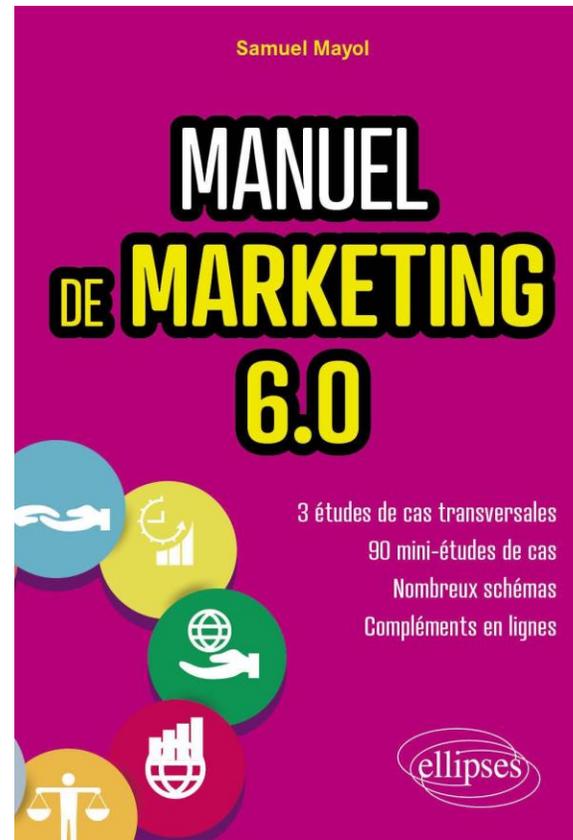


Le Marketing 6.0

Samuel Mayol





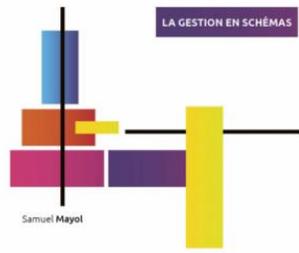
Samuel Mayol

**Docteur HDR en Sciences de Gestion
Spécialiste du Marketing et du comportement du consommateur**

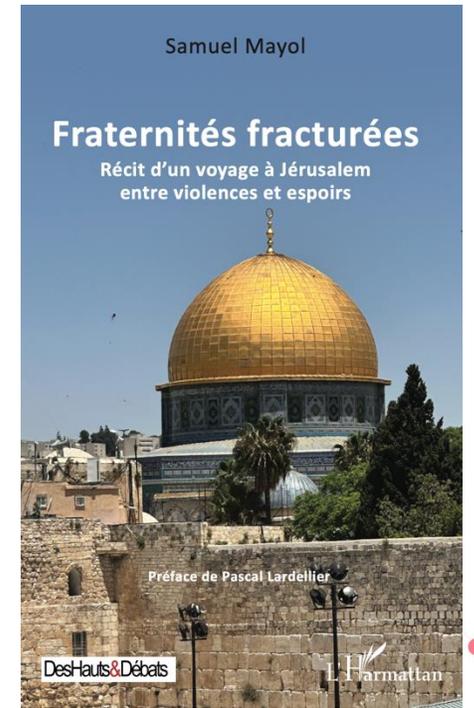
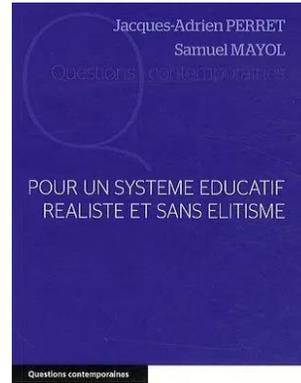
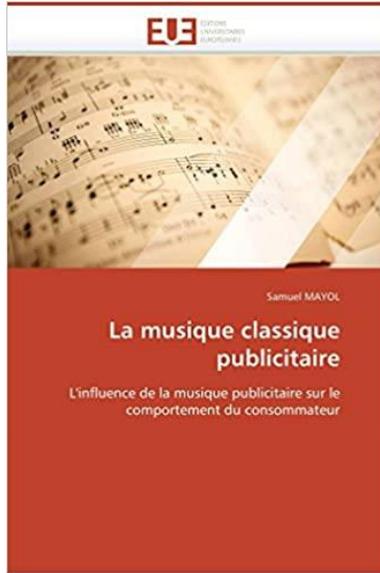
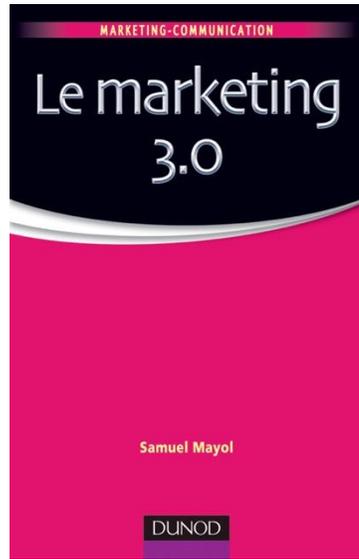
Auteur de 7 livres

**Directeur du LaRA-ICD
MCF à l'Université Sorbonne Paris Nord**

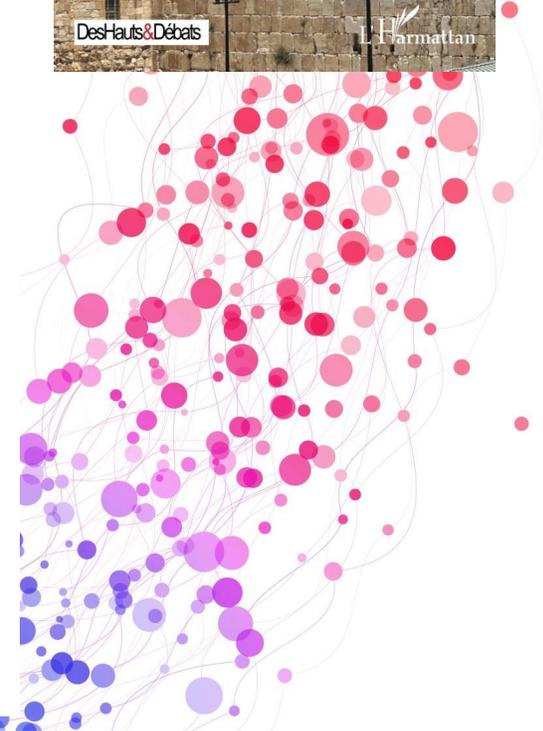
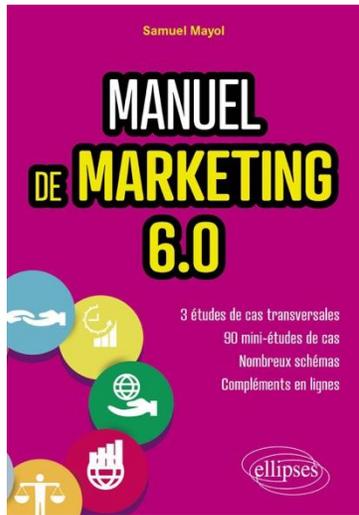




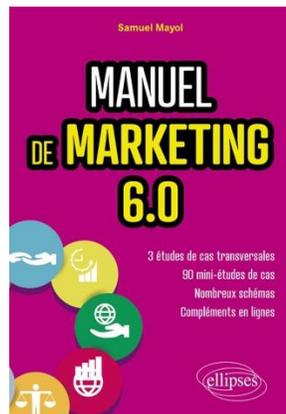
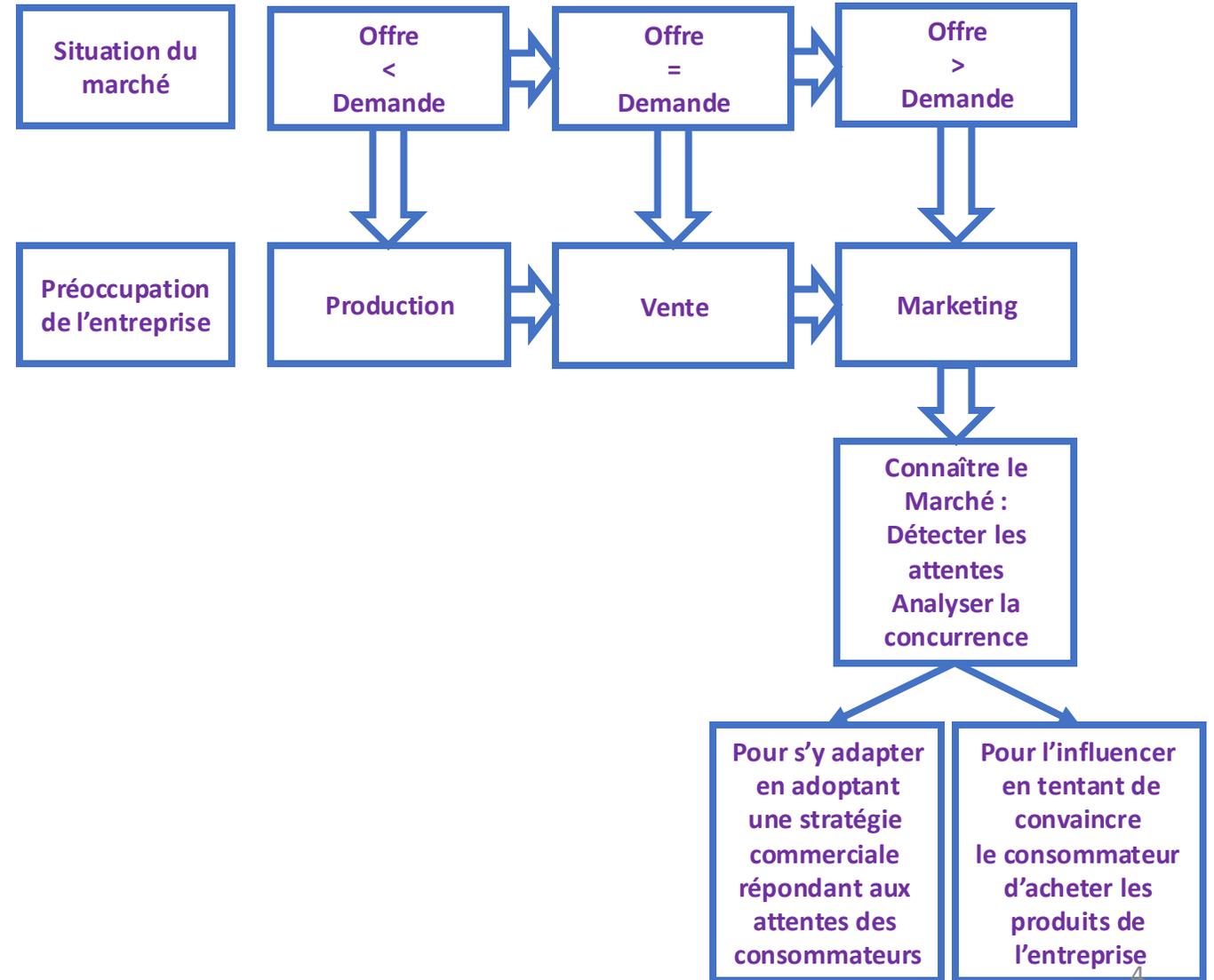
Le marketing 6.0 en schémas



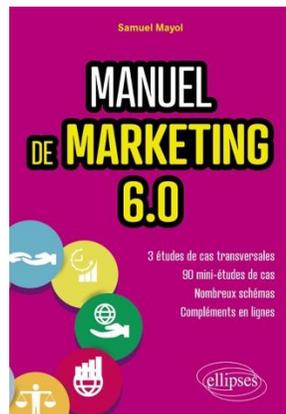
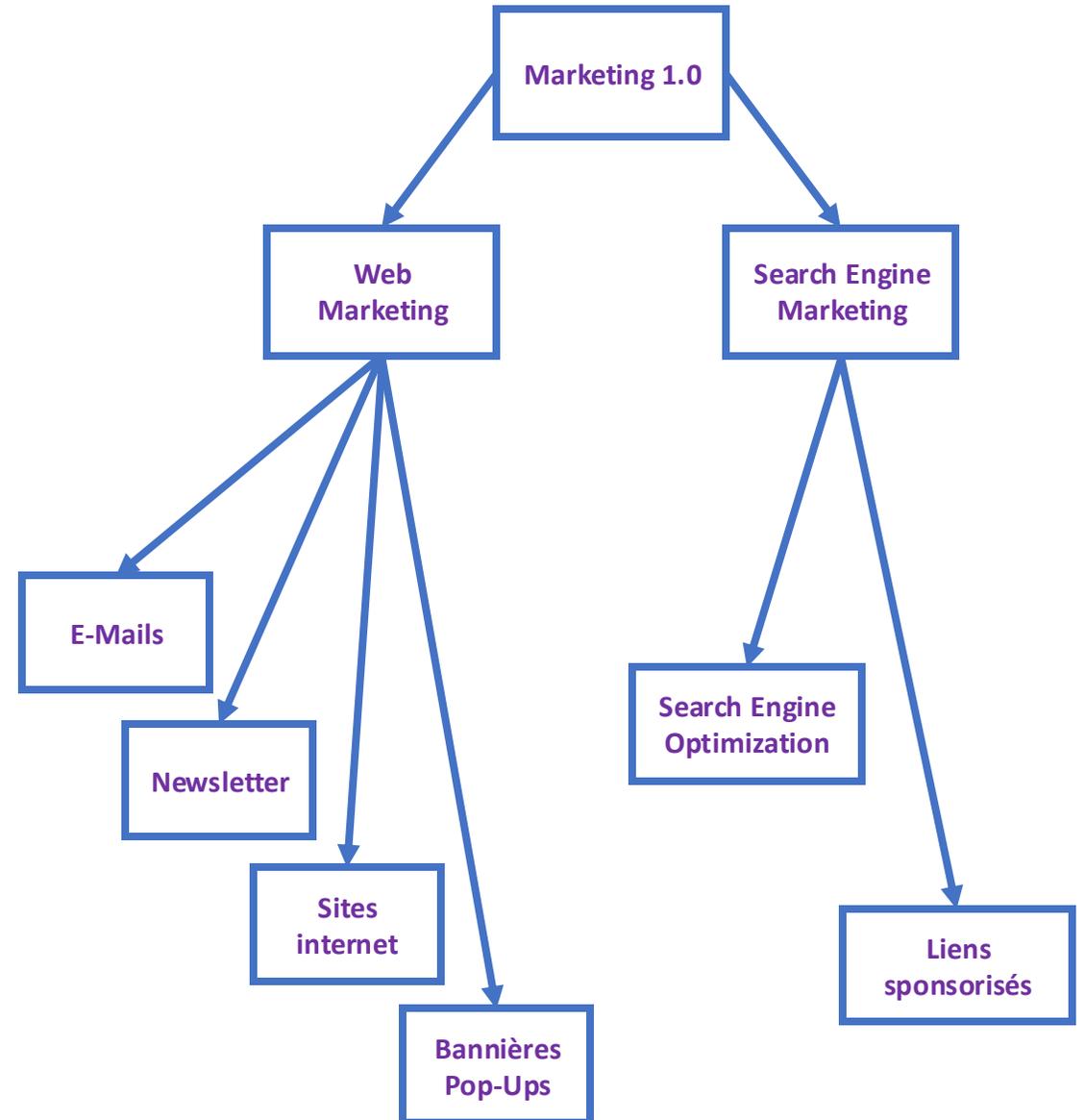
Laïcité, la République jusqu'au bout



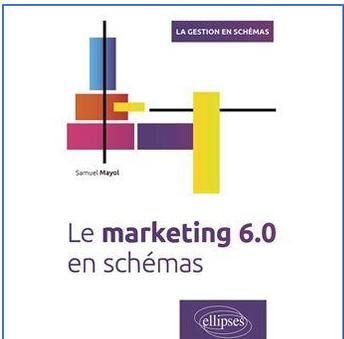
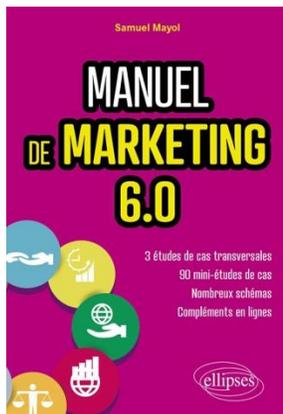
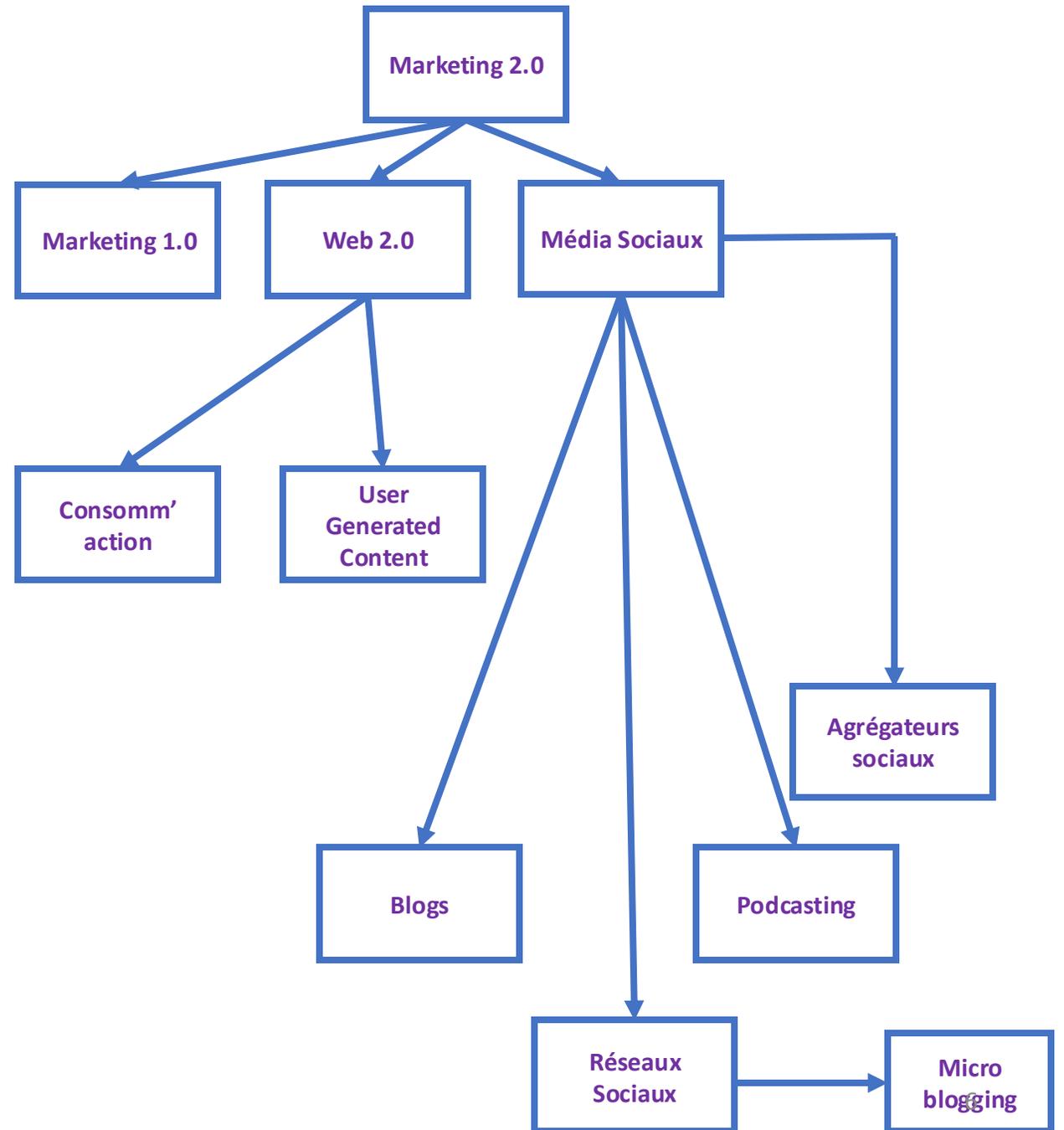
Naissance du Marketing



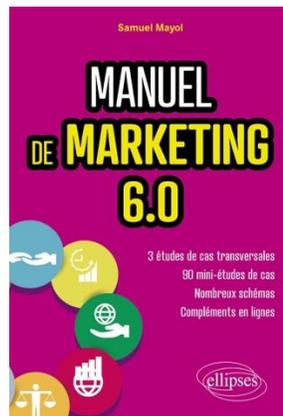
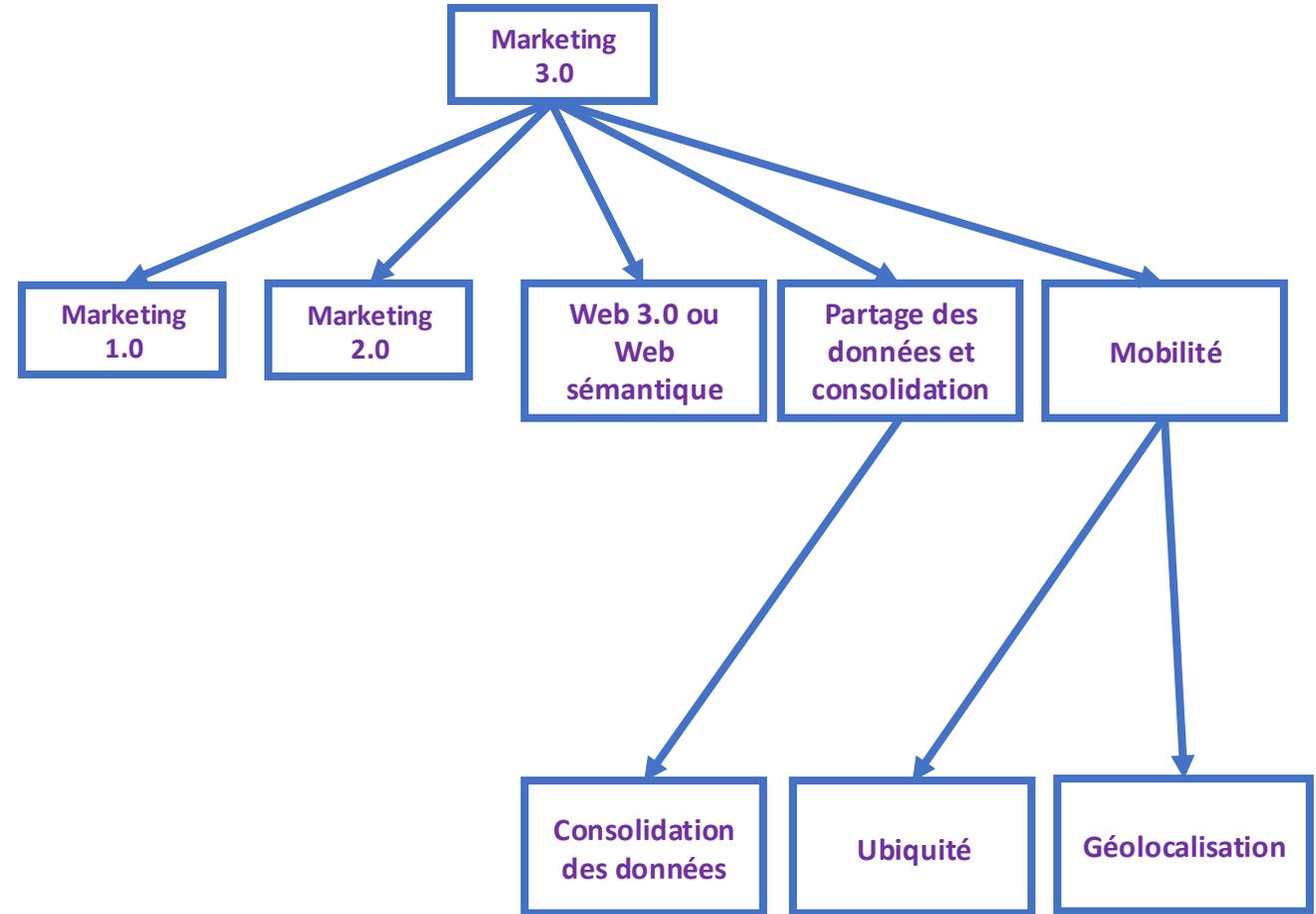
Marketing 1.0



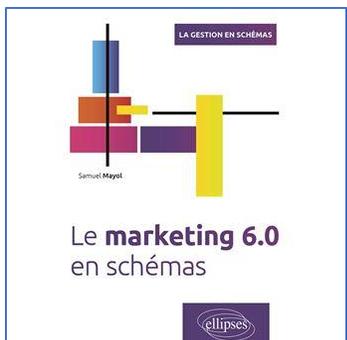
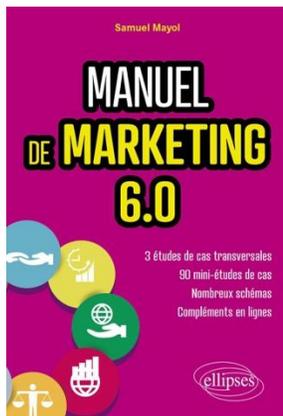
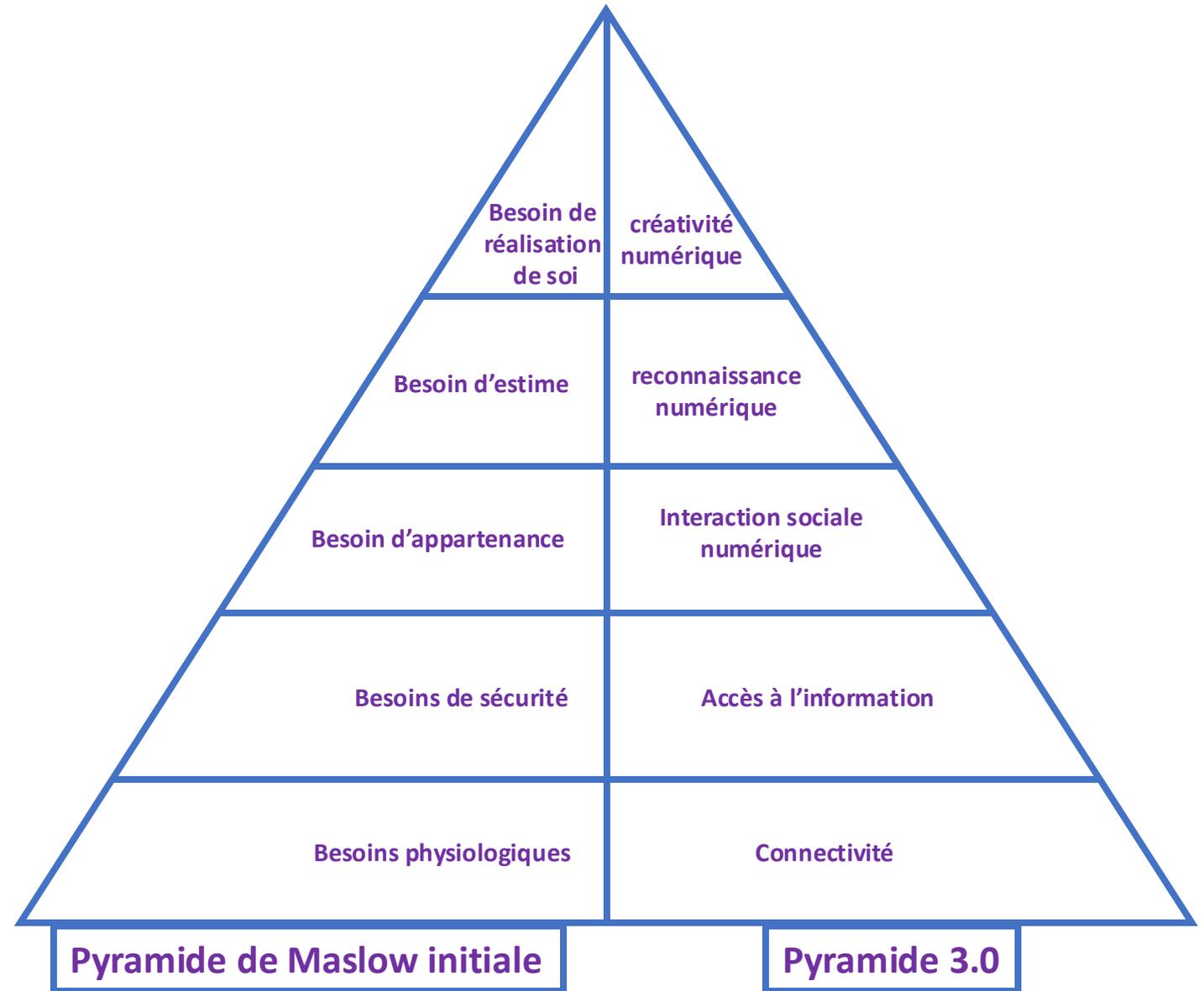
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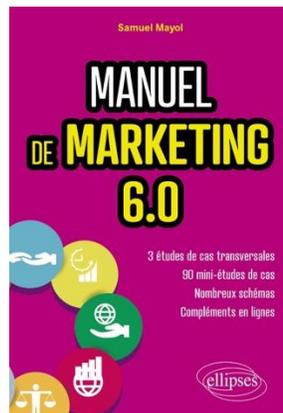
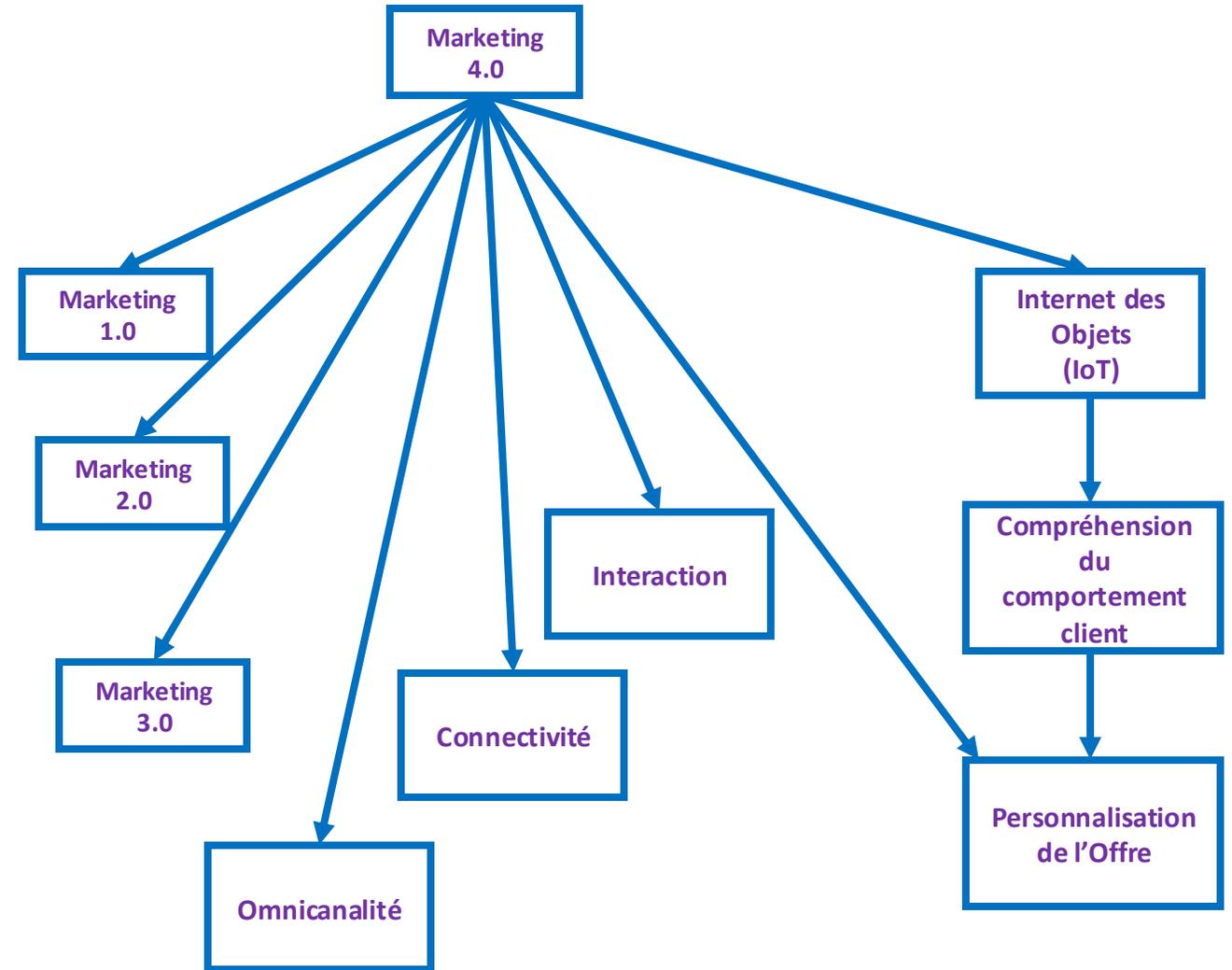
Marketing 3.0



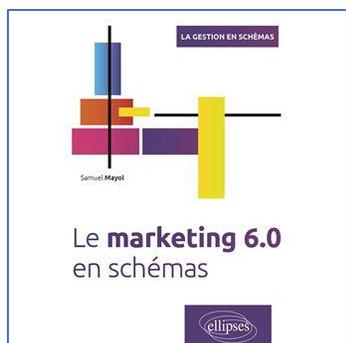
Marketing 3.0



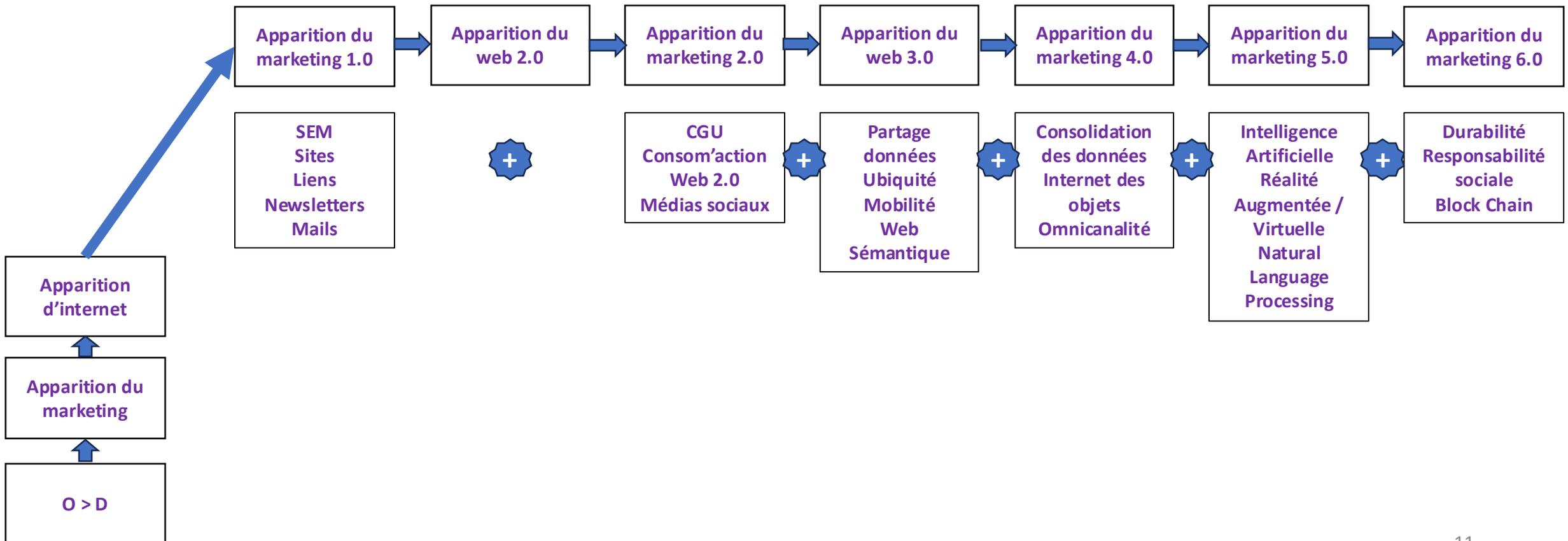
Marketing 4.0



Marketing 4.0

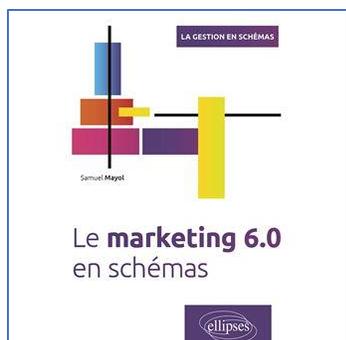


Marketing 5.0 et 6.0

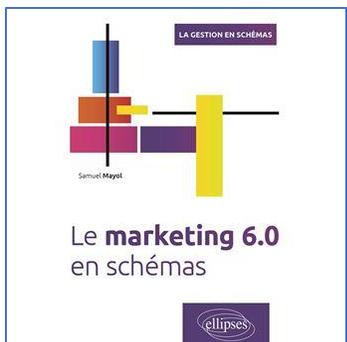
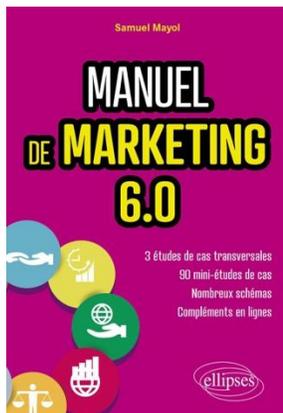
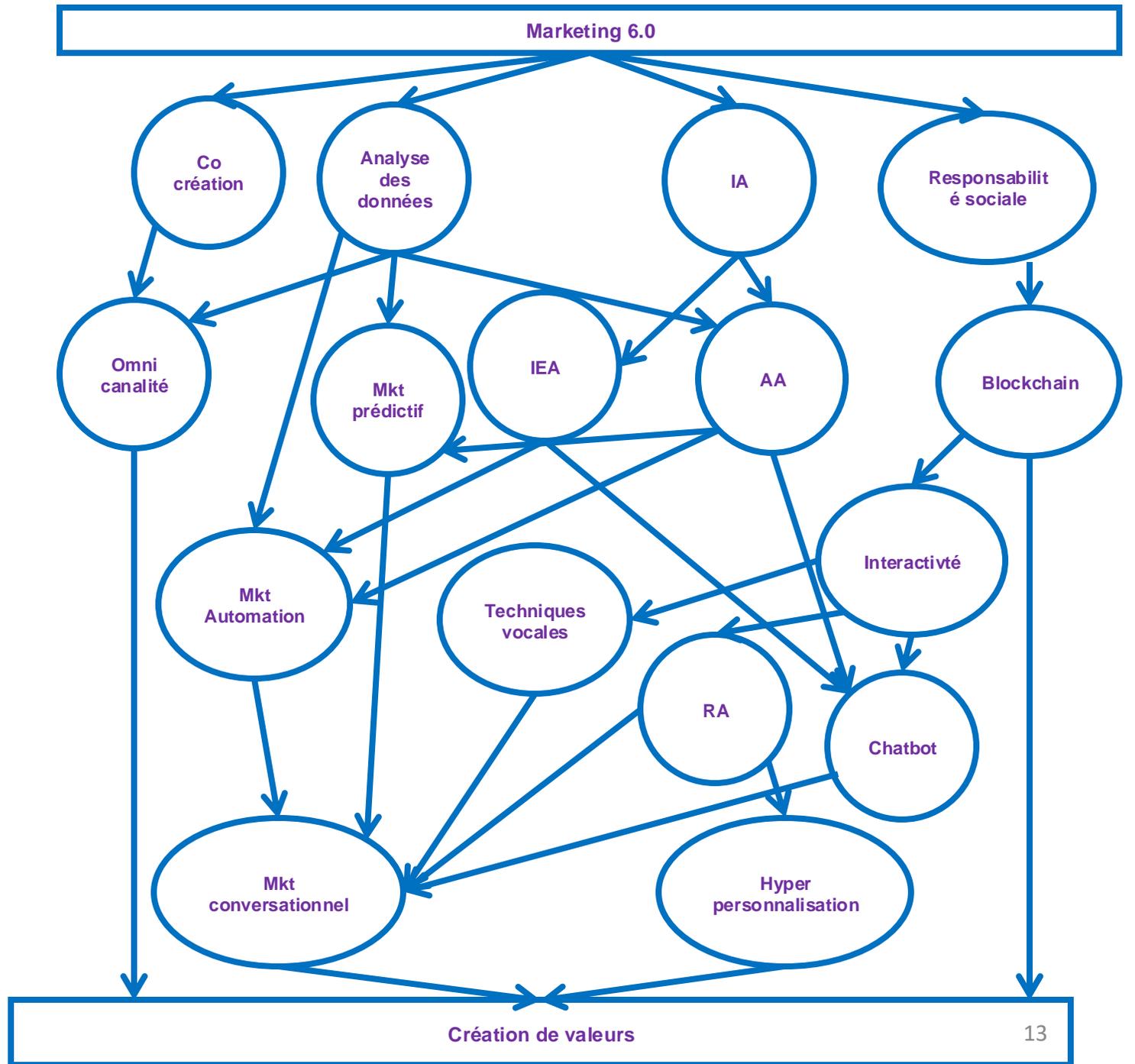


Marketing 5.0 et 6.0

	MARKETING 5.0	MARKETING 6.0
Technologie	Intelligence Artificielle – Réalité virtuelle et augmentée	Internet des Objets – Big Data – Machine Learning
Responsabilité	Responsabilité sociale	Responsabilité totale
Vision	Bien-être du client	Bien-être de la société
Engagement	Engagement des clients	Engagement des clients, salariés, partenaires

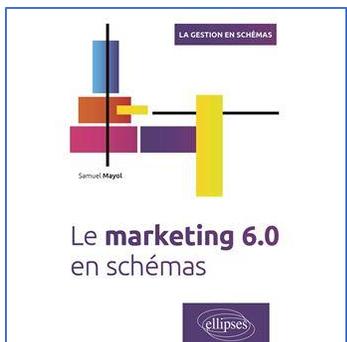
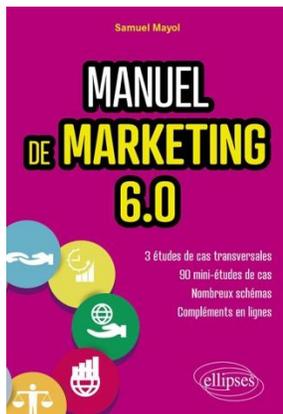
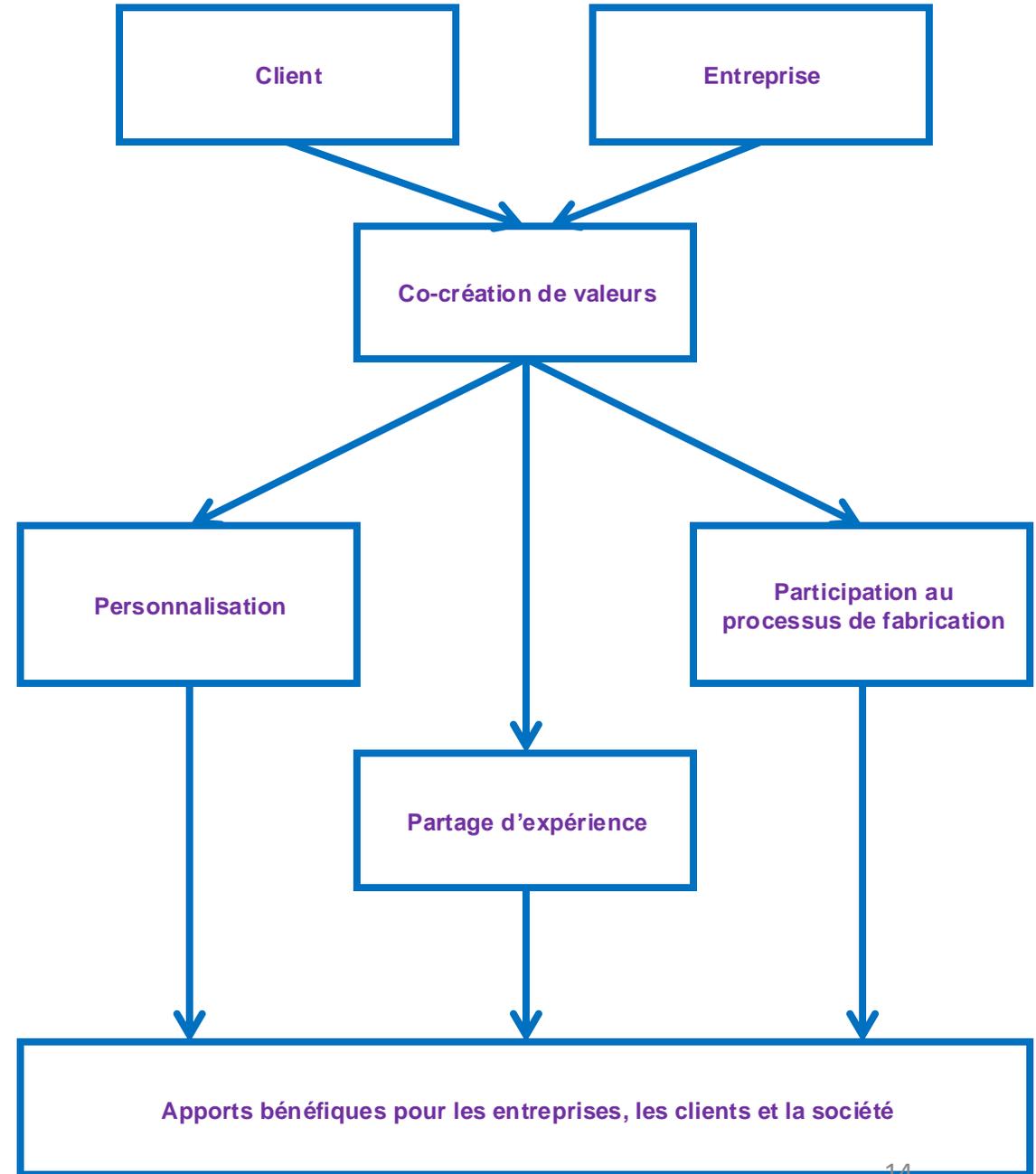


Marketing 6.0



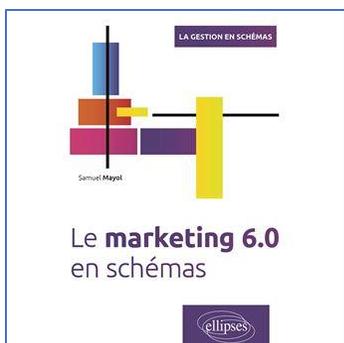
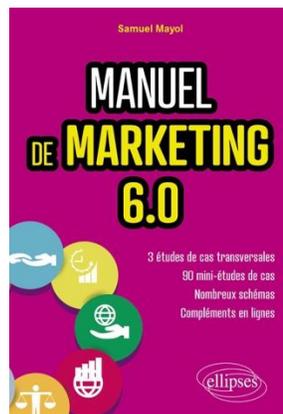
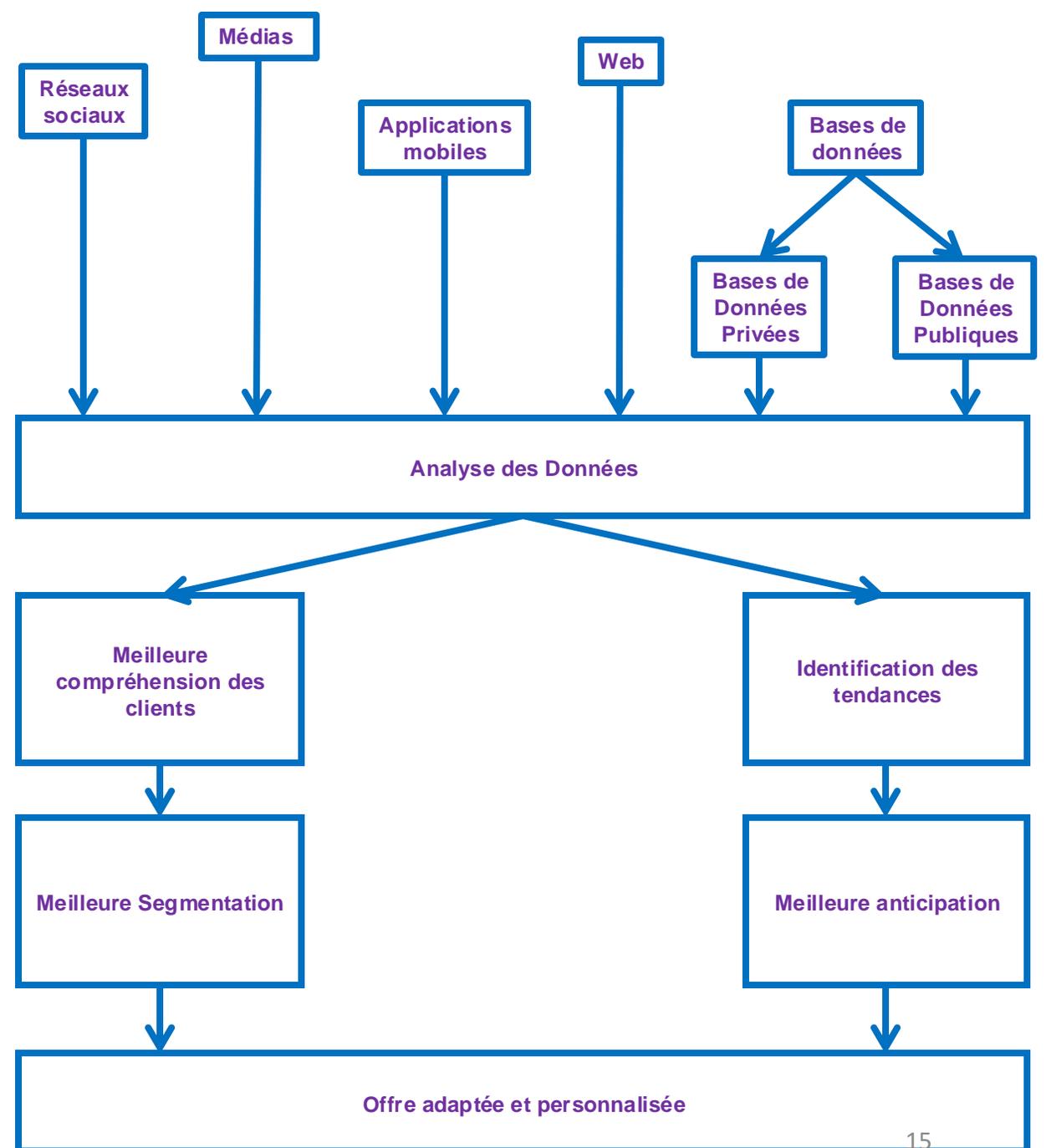
Marketing 6.0

La cocréation de valeurs



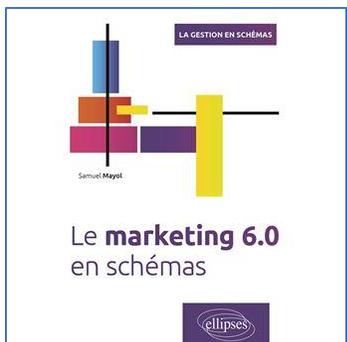
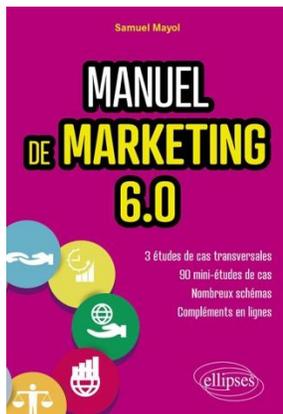
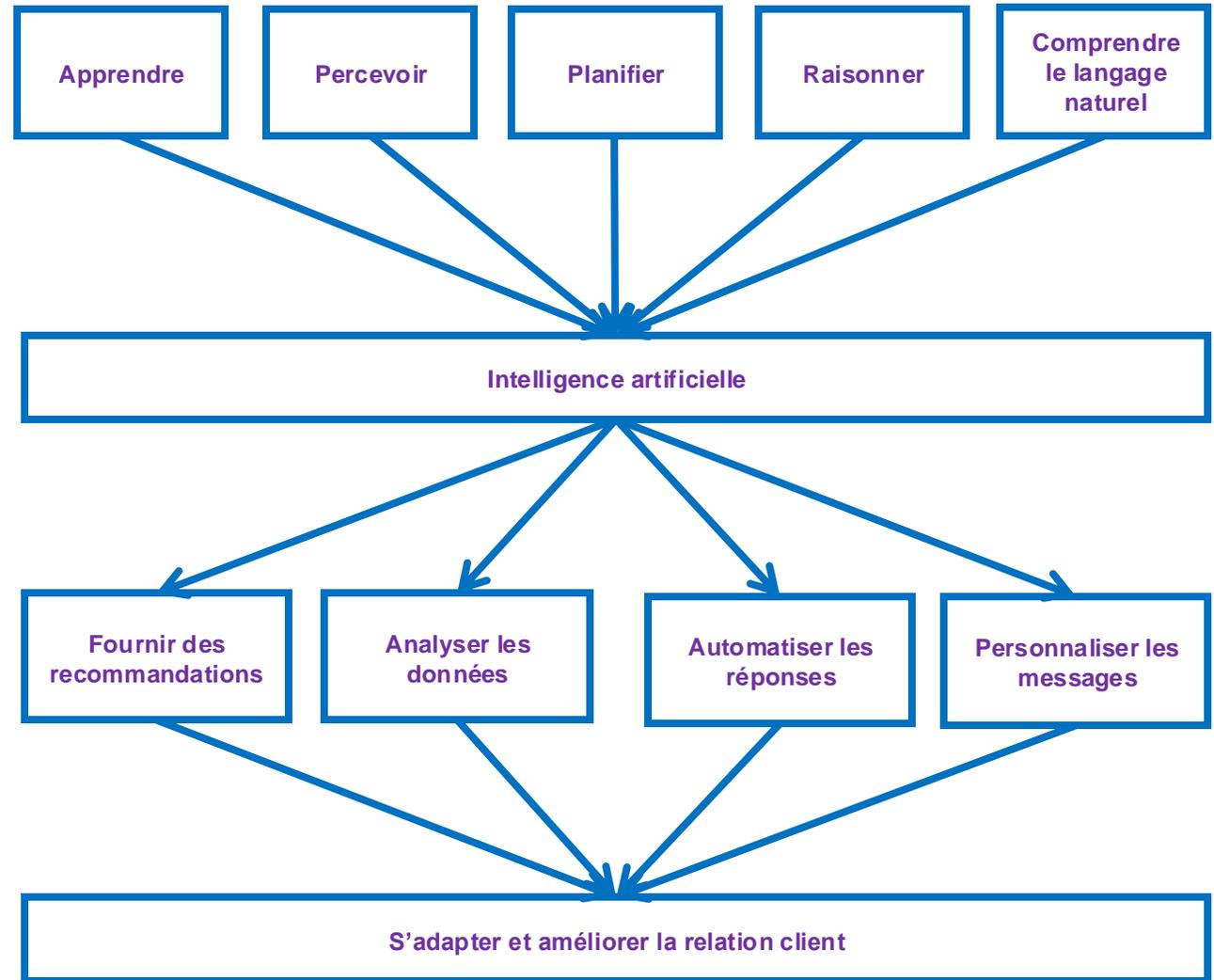
Marketing 6.0

L'analyse des données



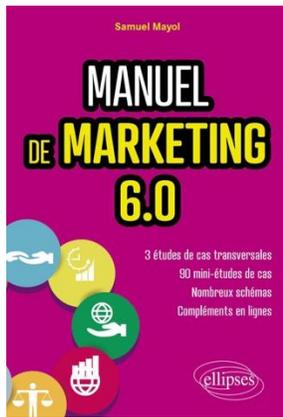
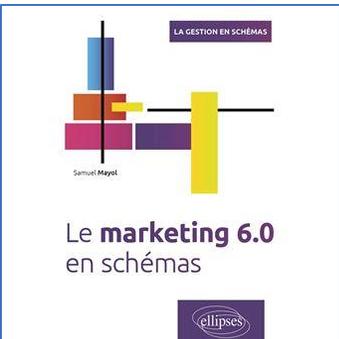
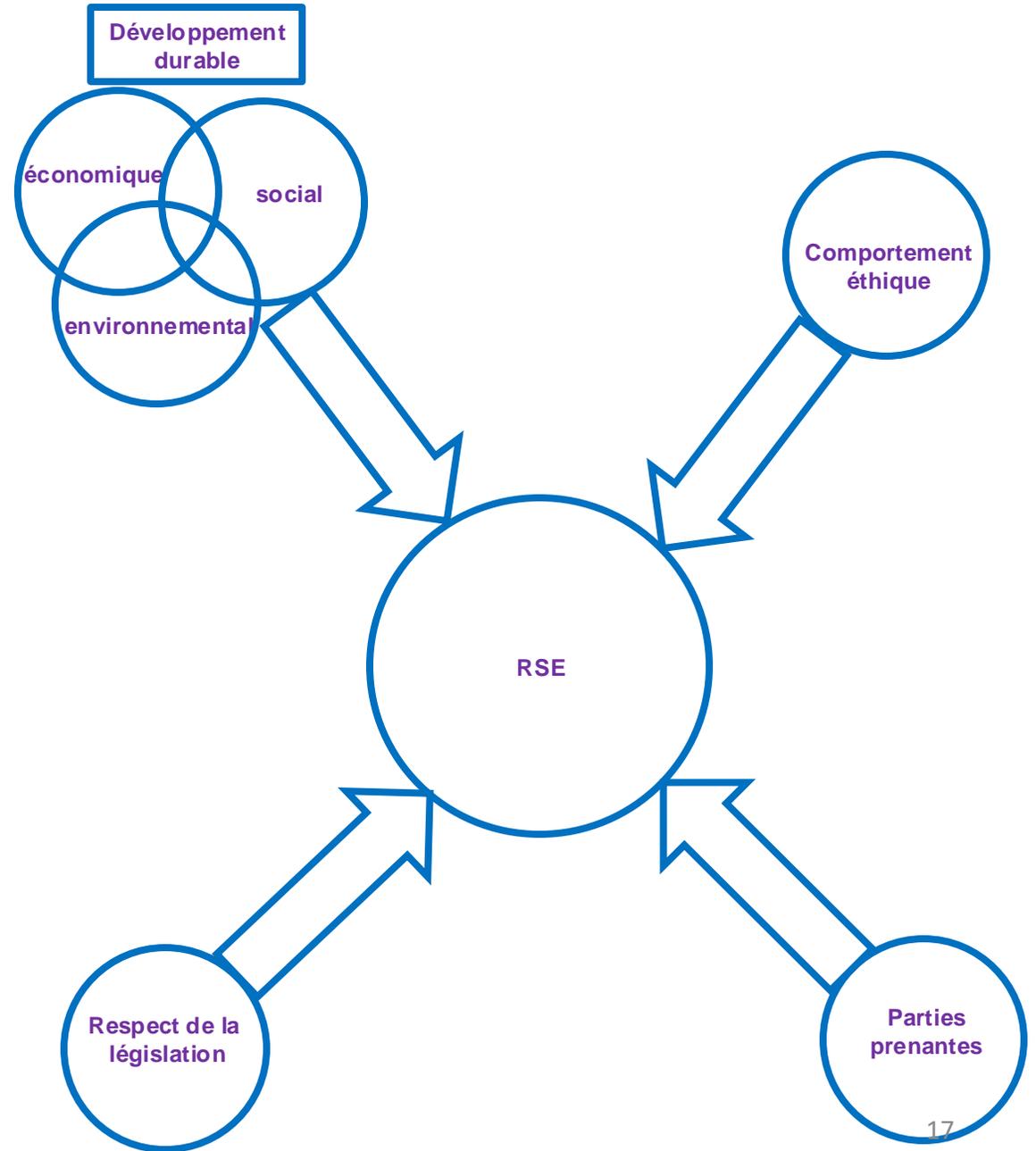
Marketing 6.0

L'intelligence artificielle



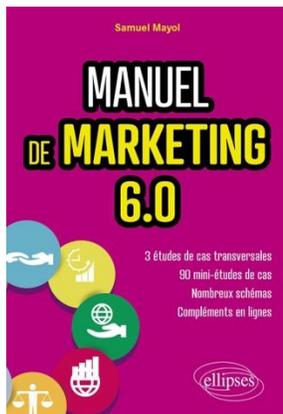
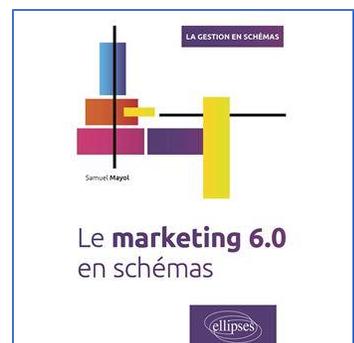
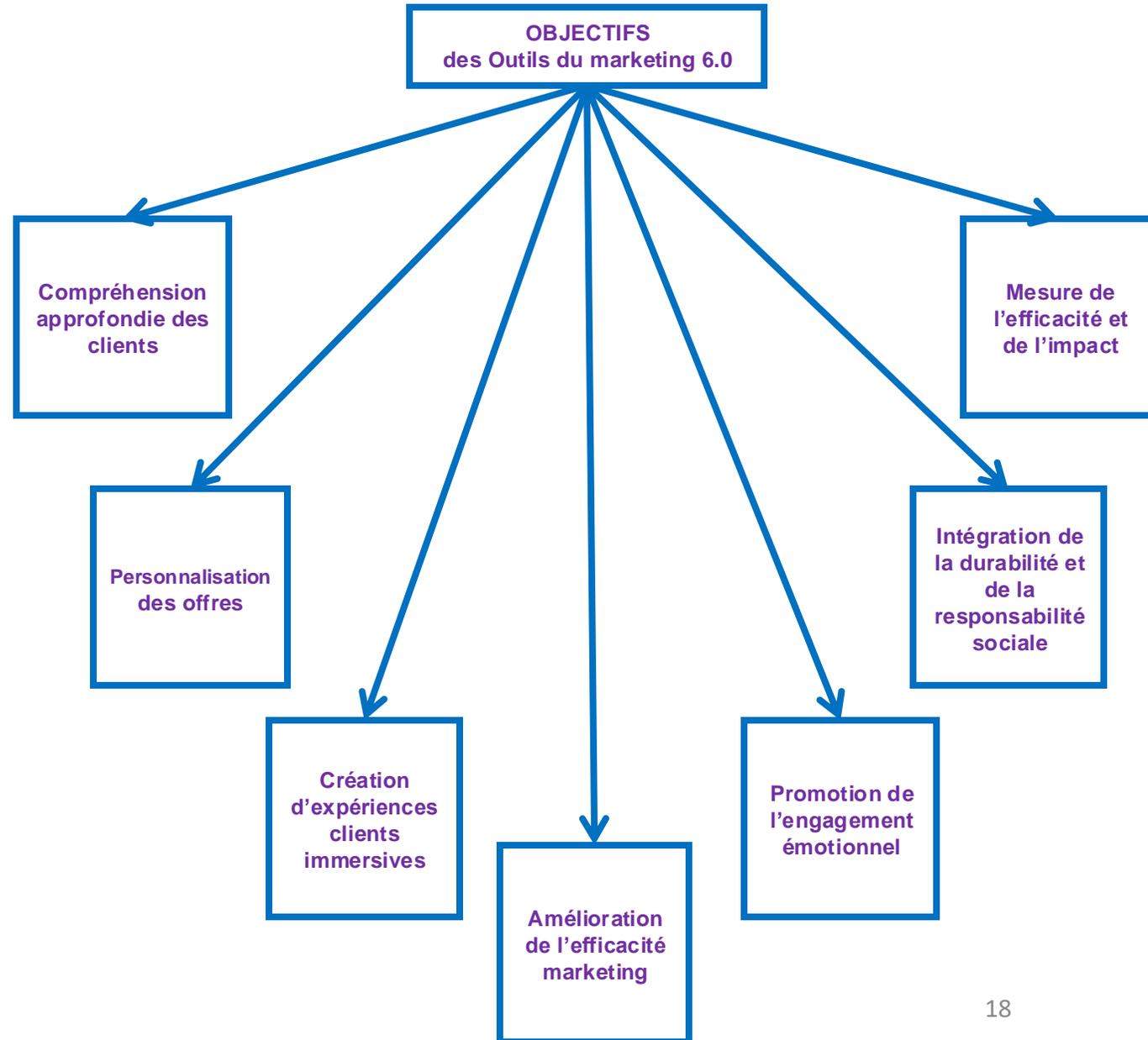
Marketing 6.0

La Responsabilité Sociale



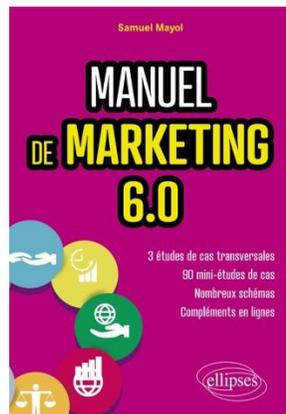
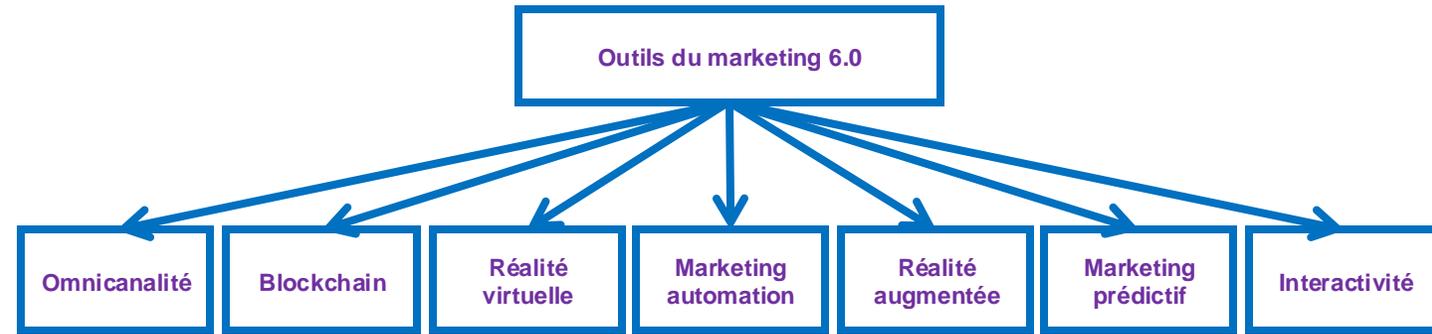
Marketing 6.0

Les objectifs du marketing 6.0



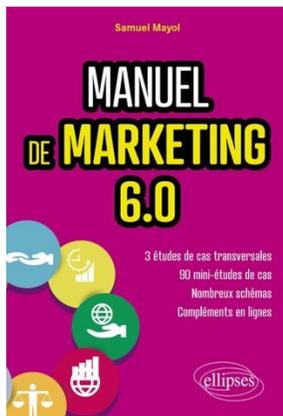
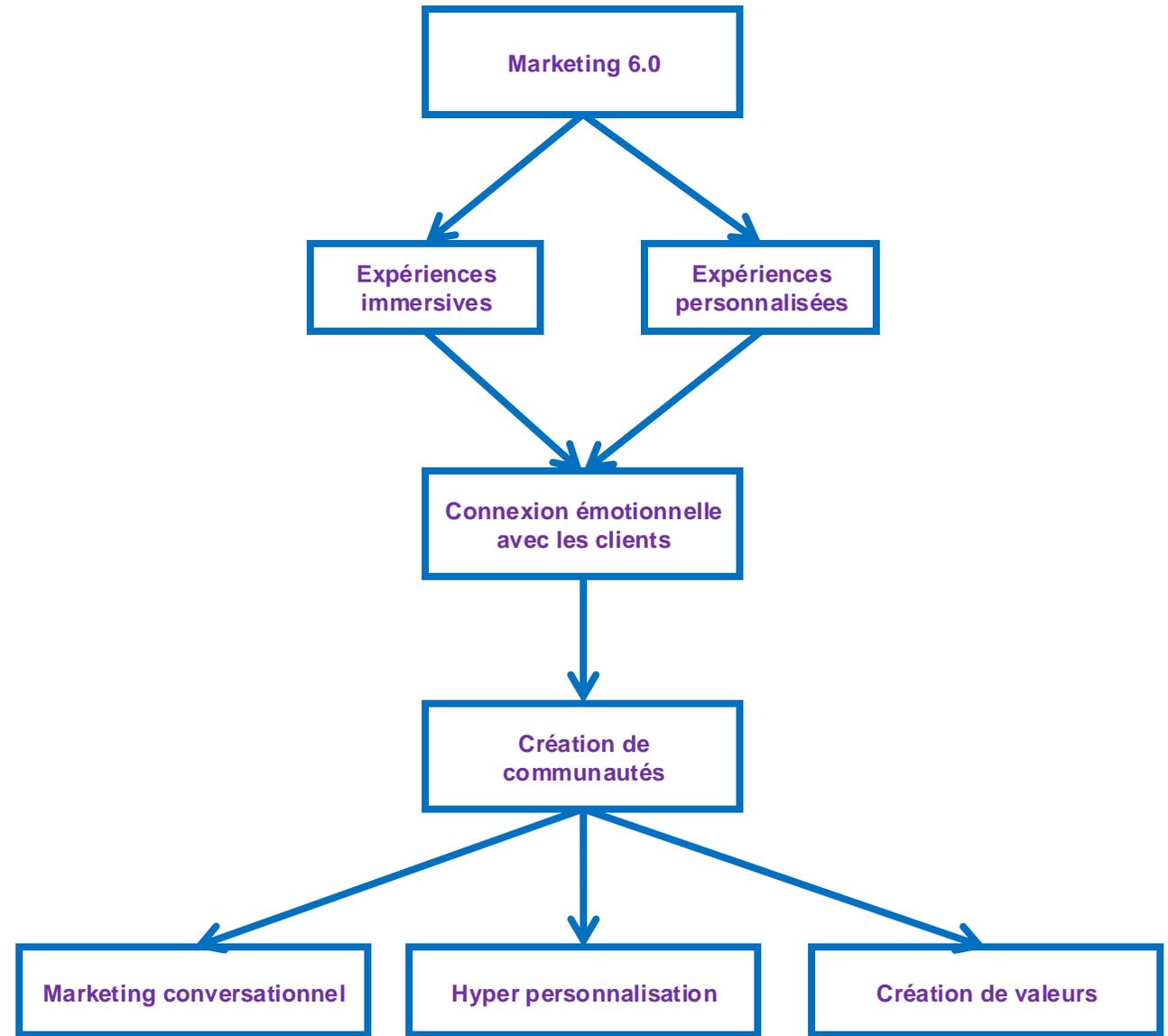
Marketing 6.0

Les outils du marketing 6.0



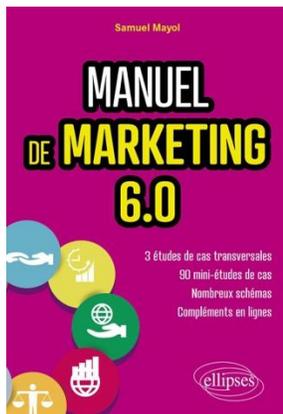
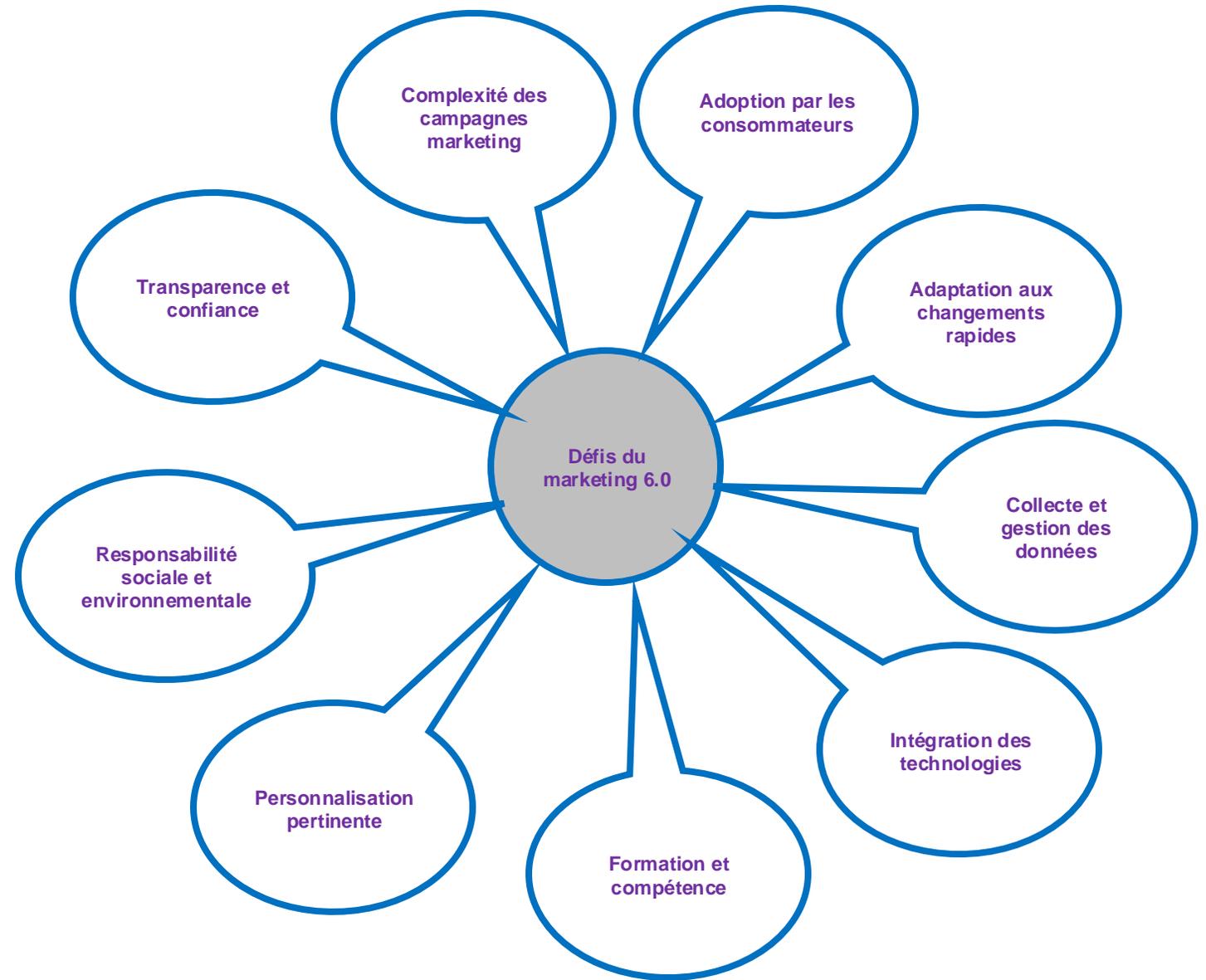
Marketing 6.0

Les finalités du marketing 6.0



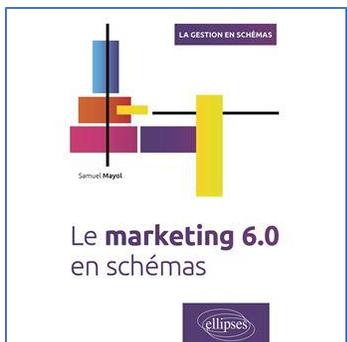
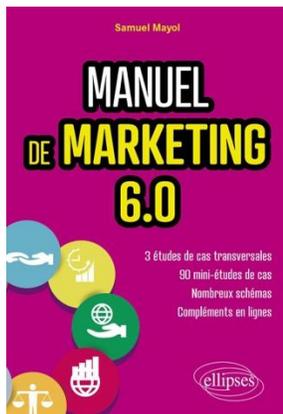
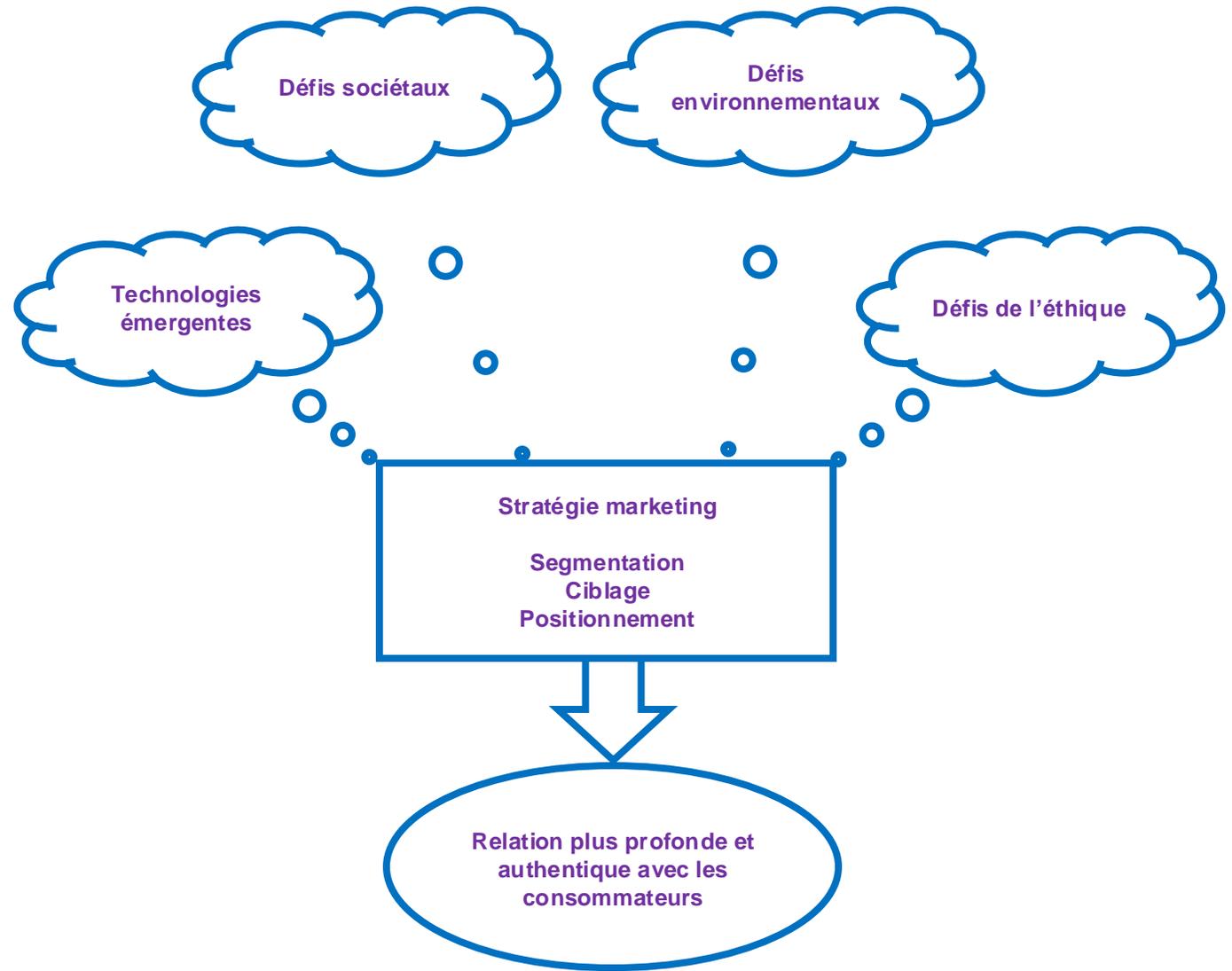
Marketing 6.0

Les défis du marketing 6.0



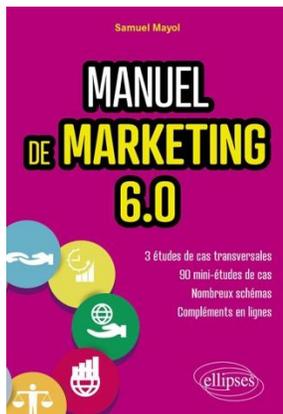
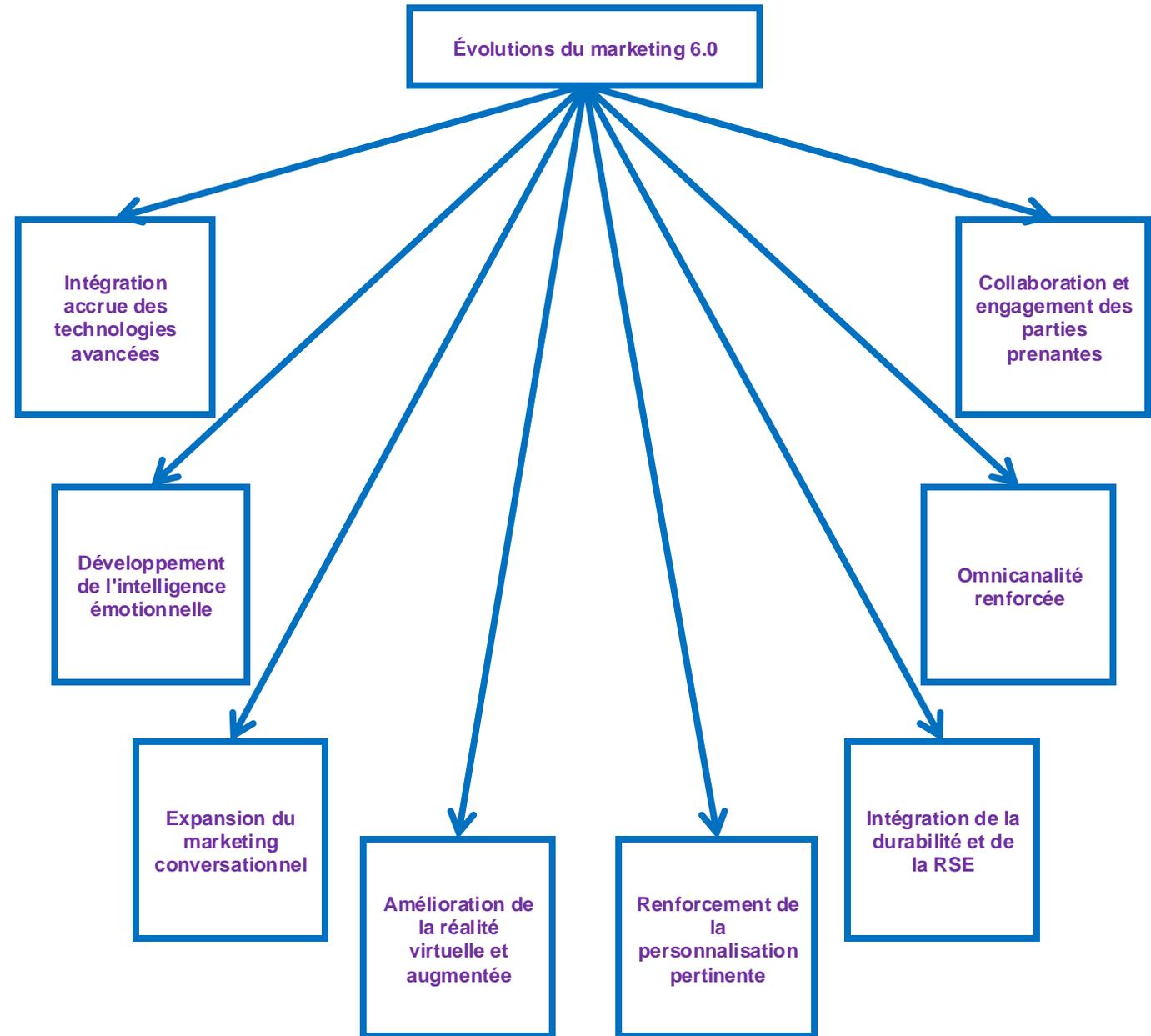
Marketing 6.0

La stratégie marketing revisitée



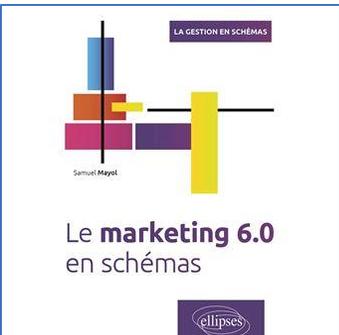
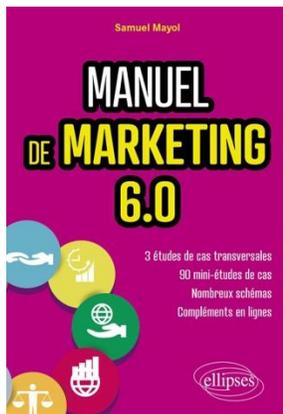
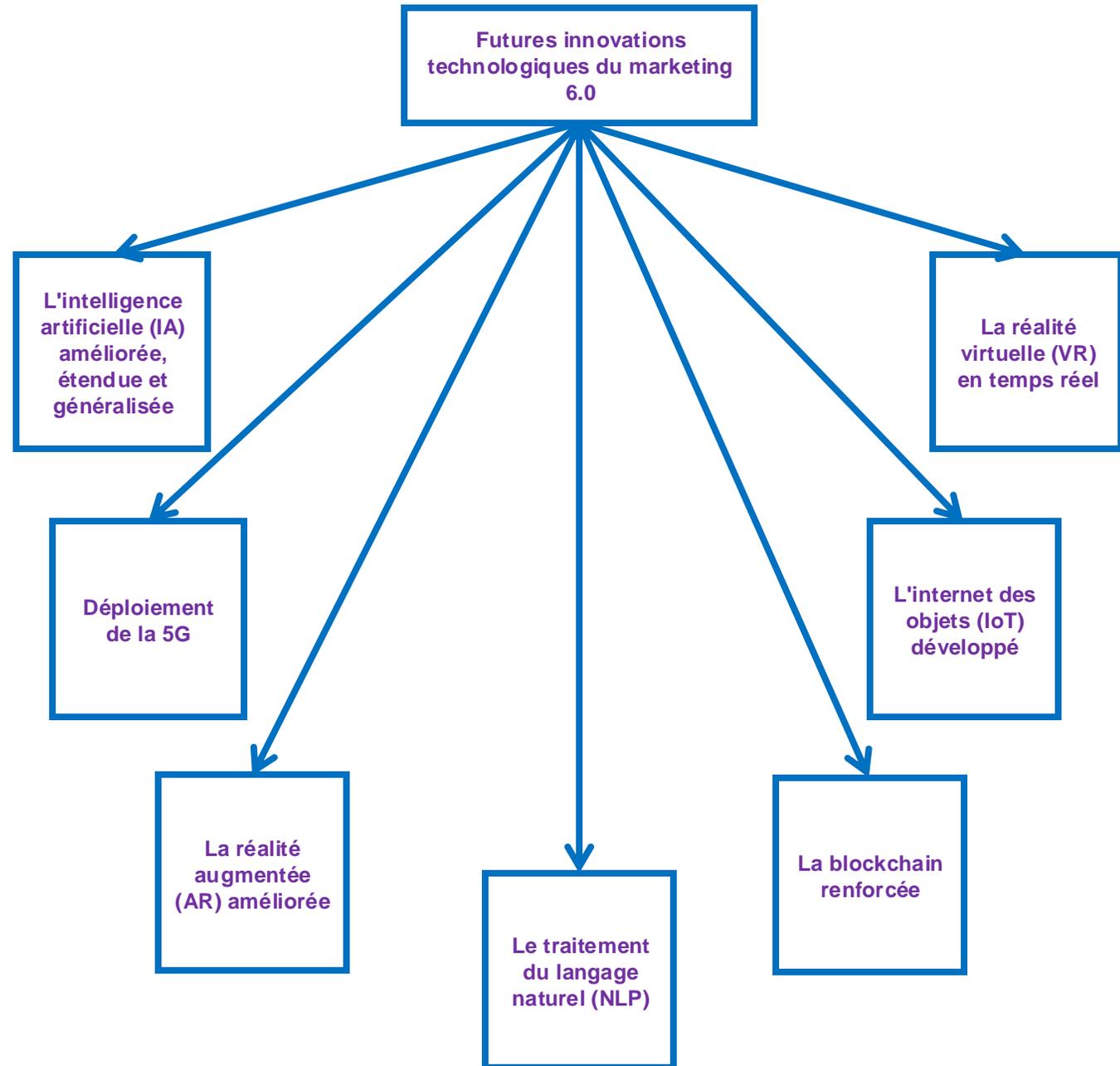
Marketing 6.0

Les évolutions du marketing 6.0



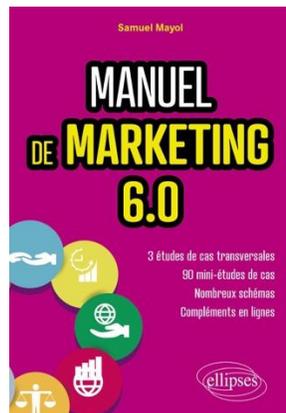
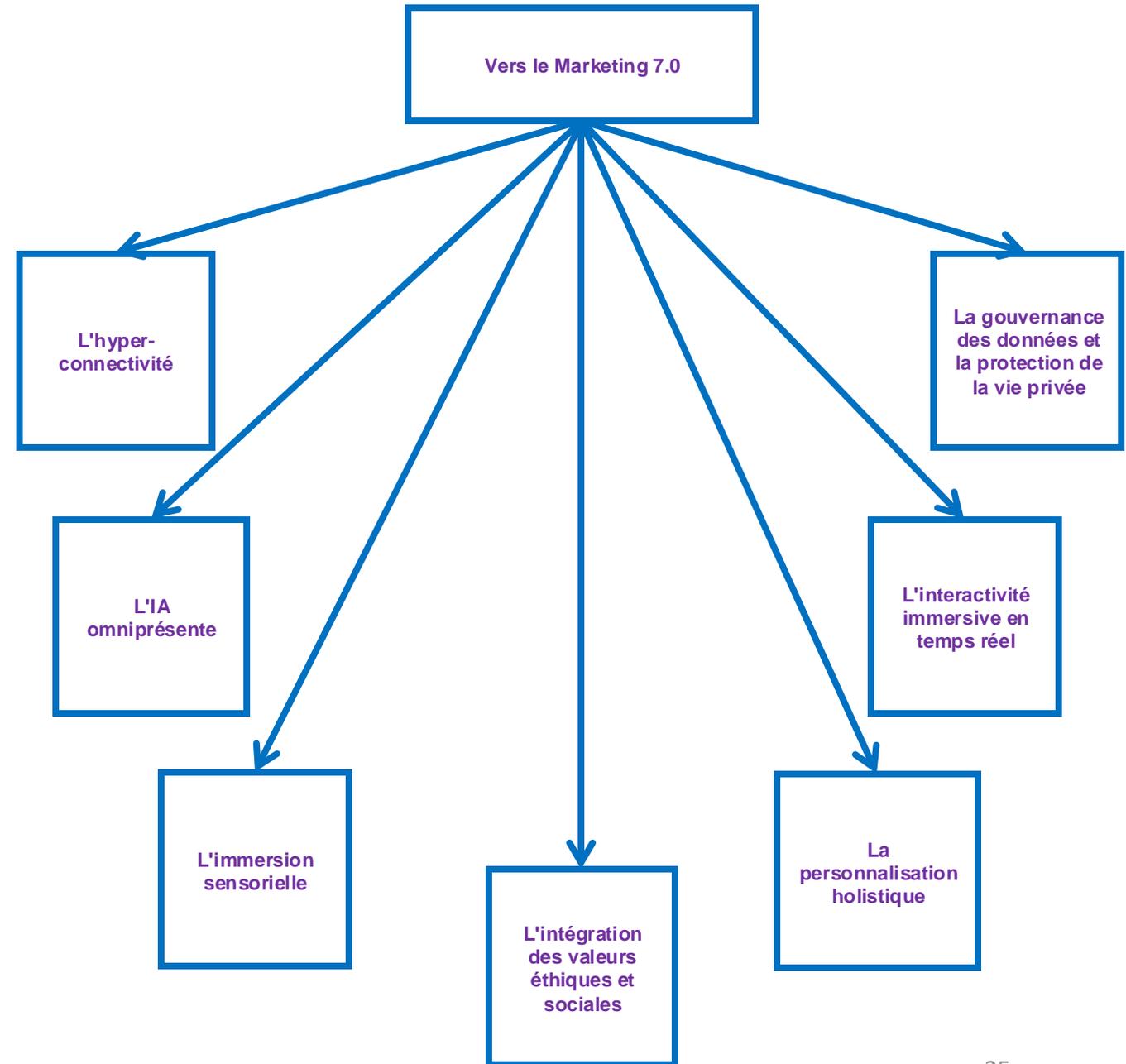
Marketing 6.0

Les évolutions du marketing 6.0



Marketing 6.0

Vers le marketing 7.0



Merci pour votre attention

Samuel Mayol

