#Chef De Produit
internet
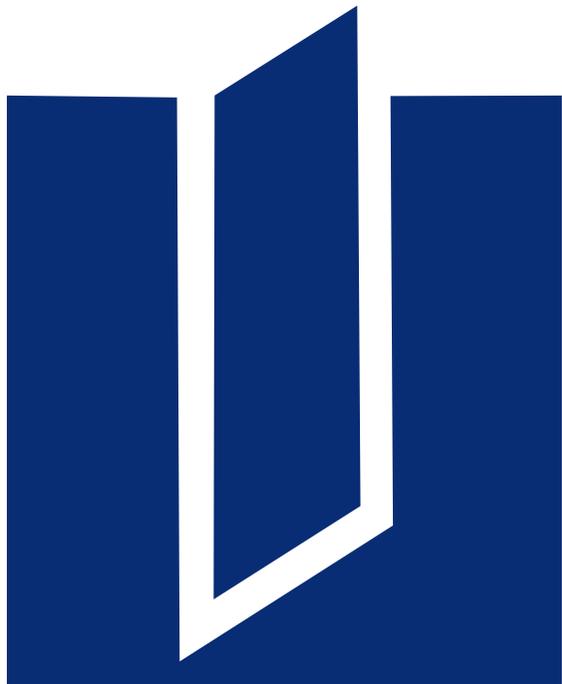
UNE SIGNATURE EDIC

Entrepreneuriat / *Entrepreneurship*

Digital / *Digital*

Innovation / *Innovation*

Créativité / *Creativity*

NOS VALEURS CORE

Citoyenneté / *Citizenship*

**O**uverture d'esprit / *Openmindedness*

Responsabilité et éthique / *Responsability*

Engagement / *Engagement*

technology evangelist

hubert@kratiroff.com
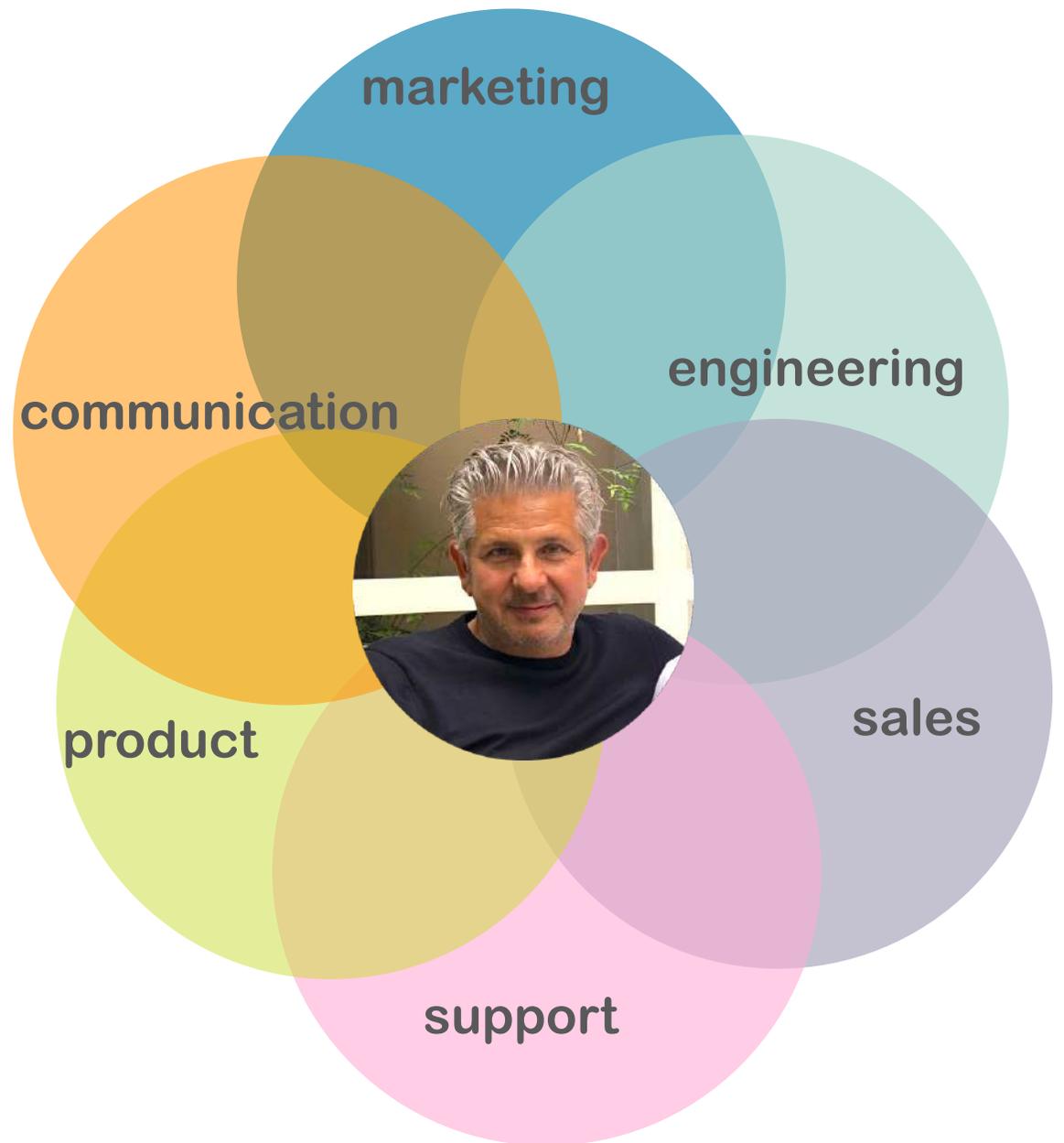
technology evangelist

full stack marketer
CDDO: chief digital/data officer
DPO: Data Protection Officer
professeur d'économie numérique
expert **learn marketing, CMI, marcom**
everyday writing, coding & programming
entrepreneur / consultant

hubert@kratiroff.com

@kratiroff

linkedin.com/in/kratiroff

NOTATION *(5/4)*

5 quiz	**¼ note**
2 colles (questions mail)	**¼ note**
Elevator Speech	**¼ note**
Pitch	**¼ note**
Key Takeway	**¼ note**

www.toutsurlemarketing.com/EBS

hubert@kratiroff.com

UX
CX
EX

SX

k ∝ QI x t x At

HERMÈS

VANILLE GALANTE

Google

lyrics dd

Tous · Vidéos · Images · Actualités · Shopping

Environ 38 300 000 résultats (0,65 secondes)

Au DD

PNL

Bats les couilles d'l'Himalaya, bats les couilles, j'vise plus l'sommet
Mon cœur fait "oulalala", crime passionnel que j'commets
Sur ton cœur j'fais trou d'boulette, j'fais tâche de sang sur le pull
J'désire nullement vous connaître, ni toi ni ces fils de putes
J'me tire d'ici si j'm'écoute, sang corse mélangé bougnoule
La lune, j'l'aime plus, j'vous la laisse, j'm'endors sous doré, sous gnôle
J'suis ni chez moi ni d'chez vous, elle veut la bise, elle veut qu'j'la baise
J'connais la route, j'connais l'adresse, j'l'encule sur l'continent d'Hadès
Sale comme la neuch, mèche courte, forte comme la peuf qu'j'écoule
J'tire la gueule, j'm'écoute que mon âme seule, mektoub
J'vis dans un rêve érotique où j'parle peu mais j'caresse le monde
J'meurs dans un...

Source : LyricFind

genius.com › P › PNL ▾

PNL – Au DD Lyrics | Genius Lyrics

22 mars 2019 - Au DD Lyrics: Bats les couilles d'l'Himalaya / Bats les cou
sommet / Mon cœur fait "oulalala" / Crime passionnel que ...

CD QALF

€13.99

PRÉCOMMANDER

tout
sur
le
marketing
.com/EBS

premier site
sur recherche
Google :
EBS marketing digital
EBS chef de produit

Hubert Kratiroff
CDO at C4C, MyConnecting

WeChat

Hubert Kratiroff 👤
France

Scan the QR code to add me on WeChat

TOOLS

Les acronymes du marketing moderne

Les 150 définitions
Conférence NoLimit

Toute spécialité a son jargon, voici quelques définitions utiles, regroupées par grands thèmes. Pour des questions de cohérence, certaines informations sont reprises avec un angle différent d'un thème à l'autre. La majorité des notions abordées et des définitions données sont d'un niveau très basique, l'objectif de ce document est de permettre un accès facile à ce monde digital qui peut en effrayer certains.

EP01
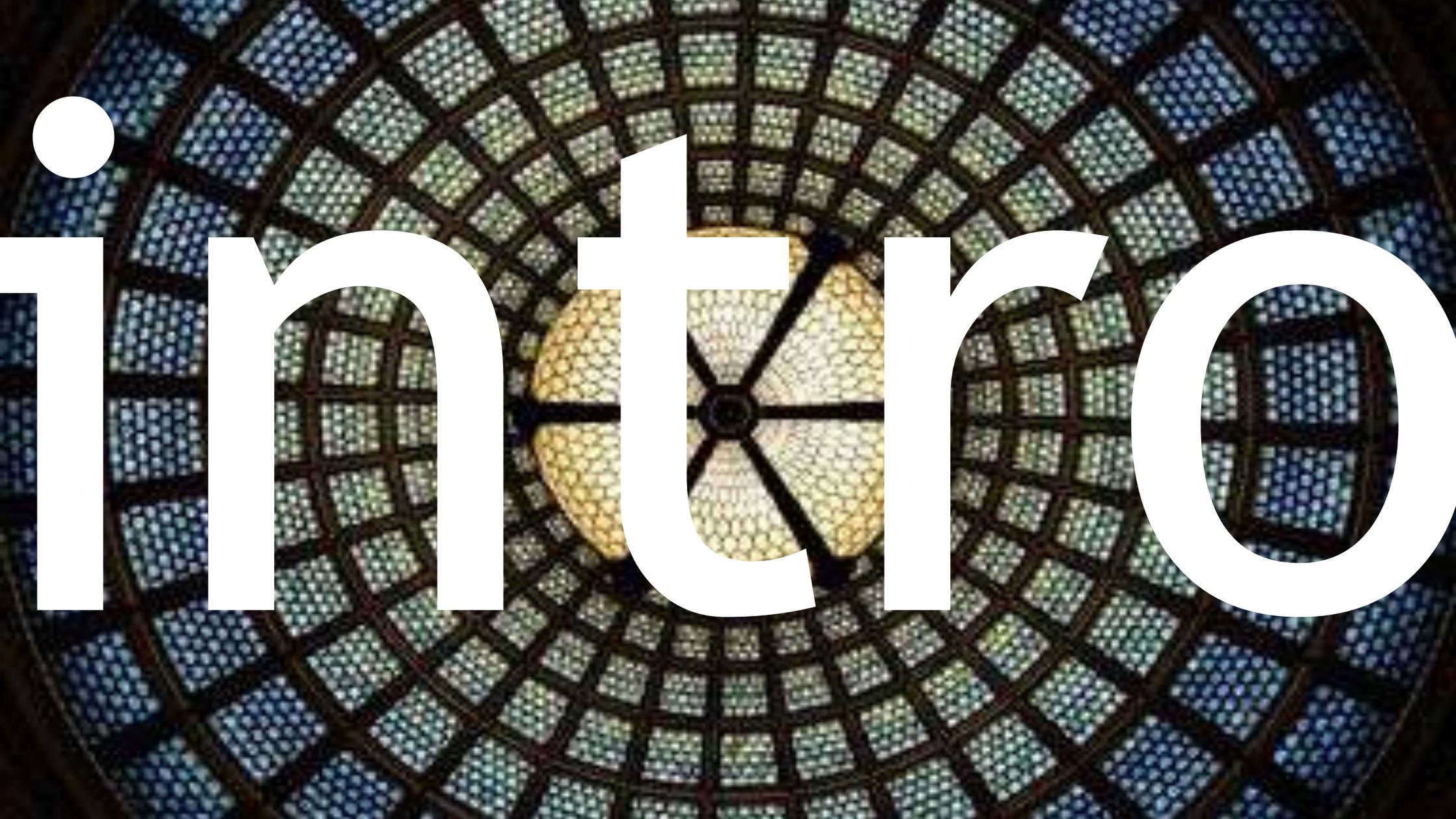
intro

Leçon Inaugurale Économie & Marketing

COLLÈGE DE FRANCE —1530—

1

Marketing Moderne

Méfiez-vous des recettes des années 60

- 4P de Jerome McCarthy (1960)
  Produit - Prix - Promotion - Place
- 5B de Charles Kepner (1955): **BON** - produit   prix   endroit   moment   quantité
- SWOT de Humphrey (1970)
- CAP Caractéristique Avantage Preuve
- cognitif / conatif / affectif
- SONCAS / AIDA

VU EN COURS

comic

Pantone 448 C

M3 Modern Marketing Model

1. Strategy
2. Market Orientation
3. Customer insight
4. Brand & Value
5. Segmentation Targeting

6. Positioning
7. UX / CX & content
8. Distribution
9. Promotion
10. Data and Measurement

sources :

HBR + HBS
ADETEM + AACC + UDA
iab
e-consultancy
e-marketer

« meeting needs profitably »

Philip Kotler
(2006 12ᵉᵐᵉ édition de Mkt Mgt)

The best marketing strategy ever

« CARE »

Gary Vaynerchuk

Stop selling. Start helping

Zig Ziglar

@kratiroff

k ∝ QI x t x At
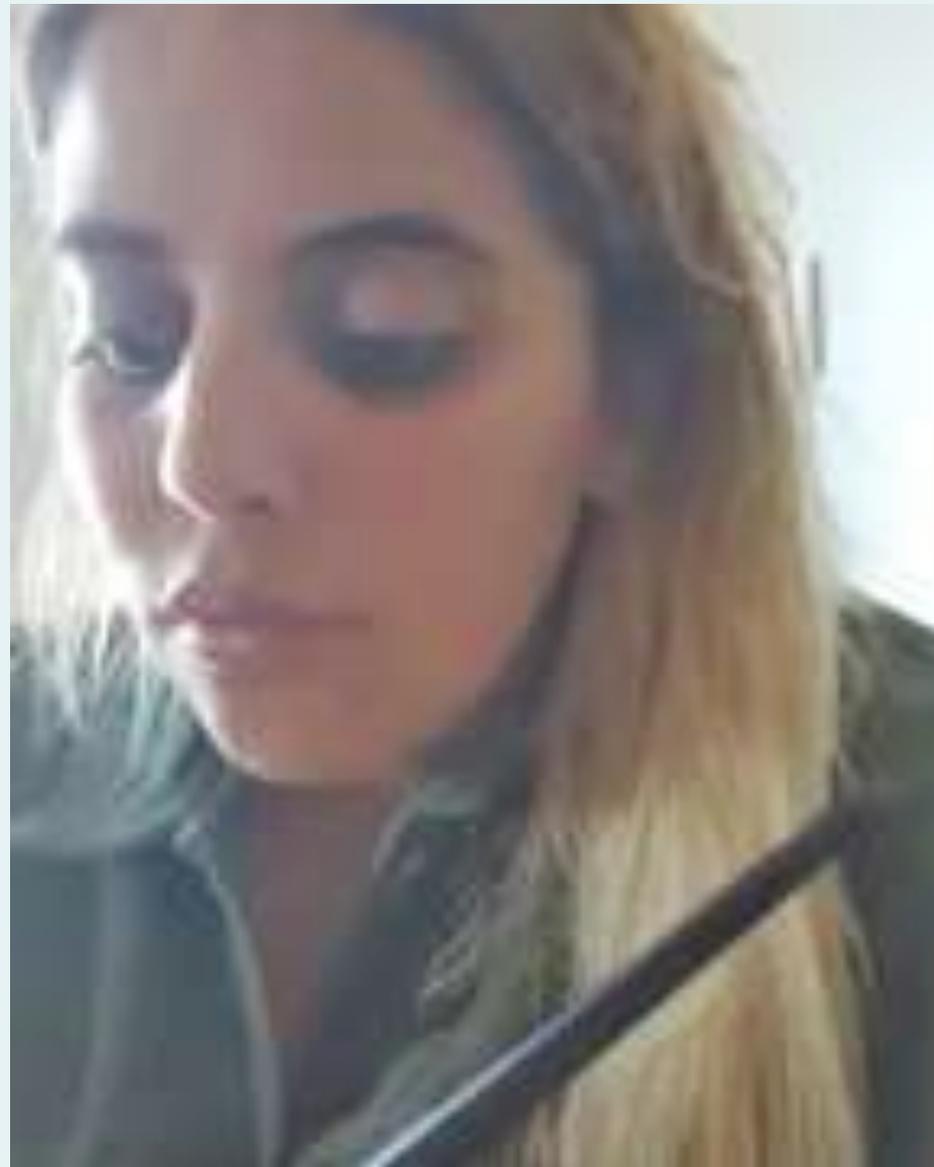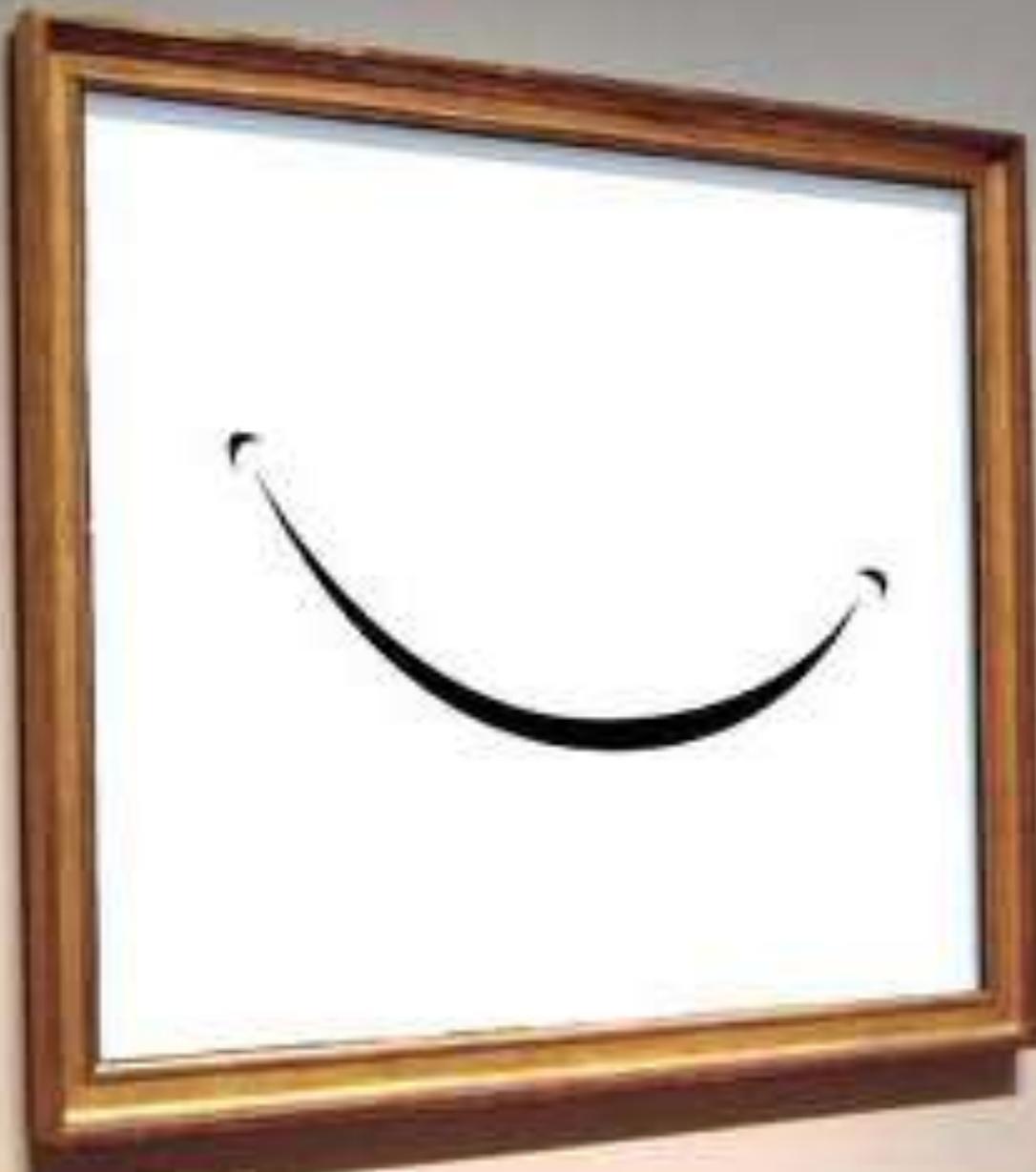
your happiness is my business

Aphorisme de Hubert Kratiroff

"**MARKETING**
IS NO LONGER ABOUT
the stuff you make

BUT ABOUT THE
STORIES
you tell."

– Seth Godin

"Créer de la valeur pour le client, l'écosystème et l'entreprise"

Marketing

From Wikipedia, the free encyclopedia

For the magazine entitled "Marketing", see Marketing (magazine).

"Next big thing" redirects here. For the Vince Gill album, see Next Big Thing (album).

> **This article may require cleanup to meet Wikipedia's quality standards.**
> Please discuss this issue on the talk page or record this by with a more specific message.
> This article has been tagged since June 2007.

Marketing is the process or set of making products appeal to a certain demographic, or to a consumer.

Contents [hide]

Introduction

A market-focused, or customer-focused, organization first determines what its potential customers desire, and then builds the product or service. Marketing theory and practice is justified in the belief that customers use a product/service because they have a need, or because a product/service provides a perceived benefit.

Two major factors of marketing are the recruitment of new customers (acquisition) and the retention and expansion of relationships with existing customers (base management).

Once a marketer has converted the prospective buyer, base management marketing takes over. The process for base management shifts the marketer to building a relationship, nurturing the links, enhancing the benefits that sold the buyer in the first place, and improving the product/service continuously to protect the business from competitive encroachments.

Marketing methods are informed by many of the social sciences, particularly psychology, sociology, and economics. Anthropology is also a small, but growing, influence. Market research underpins these activities. Through advertising, it is also related to many of the creative arts.

For a marketing plan to be successful, the mix of the four "P's" must reflect the wants and desires of the consumers in the target market. Trying to convince a market segment to buy something they don't want is extremely expensive and seldom successful. Marketers depend on marketing research, both formal and informal, to determine what consumers want and what they are willing to pay for it. Marketers hope that this process will give them a sustainable competitive advantage. Marketing management is the practical application of this process. The offer is also an important addition to the 4P's theory.

Within most organizations, the activities encompassed by the marketing function are led by a Vice President or Director of Marketing. A growing number of organizations, especially large US companies, have a Chief Marketing Officer position, reporting to the Chief Executive Officer.

The American Marketing Association (AMA) states, "Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives".

Marketing is a wide and heavily interconnected subject with extensive publications. It is also an area of activity infamous for re-inventing itself and its vocabulary according to the times and the culture. As a result, much continued work is required to improve the quality, usefulness and usability of the (this) Wikipedia description.

The Different Schools, Theories, Practices and Views of Marketing

Much of the rest of this document **Marketing** is currently concerned with a (particular) (re)construction of the subject into a usable and comprehensive encyclopedia entry. That does not imply that the current description is necessarily consistent or complete.

In order to properly understand and communicate this (vast) subject, an effective lexicon/language must emerge from within these Wikipedia pages. To that end, it is suggested that this document should be supplemented with the following subject entries & / or references, as they pertain to a description of **Marketing** in due course. These should appear in the content section above, where they are not already (most important ones *).

- Perspective (marketing)
- Context (marketing)
- Culture (marketing)
- Technology (marketing)

« Transformer la satisfaction des clients en profit pour l'entreprise »

Hubert Kratiroff
(2004 Chef de Produit)

1. Meeting needs profitably
2. "Apporter de la valeur aux clients, à tout l'écosystème et à l'entreprise"
3. "Transformer la satisfaction du consommateur en profit pour l'entreprise"
4.   :) => €

5. « Make what people want instead of make people want the thing you do »
6. « Marketing is not the thing you do, it is the story of the thing you do »
7. « Stop selling start helping »
8. « CARE »
9. « Le marketing est le mécanisme économique et social par lequel individus et groupes satisfont leurs besoins et désirs au moyen de la création et de l'échange avec autrui de produits et services de valeur… selon un principe de balanced centricity » Marketing Management Kotler
10. « Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large »2013 American Marketing Association

« Le marketing est un processus social et managérial qui permet à des personnes ou à des organisations de créer de la valeur et de l'échanger avec d'autres, afin d'obtenir ce qu'elles recherchent et ce dont elles ont besoin. Dans l'entreprise, le marketing suppose l'établissement de relations d'échange rentables avec les clients, basées sur la notion de valeur » Principles of Marketing Philip Kotler

« Le marketing est une conception de la politique commerciale … fonction fondamentale des entreprises consiste à créer une clientèle et à la conserver … permet aux entreprises d'exploiter au maximum toutes les ressources dont elles disposent » Théodore Levitt

« … effort d'adaptation des organisations à des marchés concurrentiels, pour influencer en leur faveur le comportement des publics … par une offre dont la valeur perçue est durablement supérieure à celle des concurrents. Dans le secteur marchand, le rôle du marketing est de créer de la valeur économique pour l'entreprise en créant de la valeur perçue par les clients » Mercator Lendrevie & Lindon

« Le marketing est un état d'esprit et une attitude, un choix de gestion et un ensemble de techniques qui permettent, à travers une offre de biens et services, de satisfaire les besoins et désirs des consommateurs d'une manière rentable pour l'entreprise » C Michon, 2010 Pearson

« science qui consiste à concevoir l'offre d'un produit en fonction de l'analyse des attentes des consommateurs, en tenant compte des capacités de l'entreprise ainsi que de toutes les contraintes de l'environnement (socio-démographique, concurrentiel, légal, culturel…) dans lequel elle évolue » L'encyclopédie du Marketing, Jean-Marc Lehu

« activité menée par les organisations et les individus… permettant de créer, communiquer, distribuer et échanger des prestations qui ont de la valeur pour les consommateurs, les clients, l'organisation, la société dans son ensemble » Marketing pour ingénieurs A Goudey et G Bonnin

« C'est le mécanisme économique et social par lequel individus et groupes satisfont leurs besoins et désirs au moyen de l'échange de produits et autres entités de valeur » Cours complet de marketing Yvan Valsecchi 2009

tl;dr

tl;dr is every thing you are

Satisfaction vs. Profit

PROFIT : 10 types / fréquents

SATISFACTION : 2 types / rares

Objective : features

Subjective : insight

Satisfaction objective / subjective
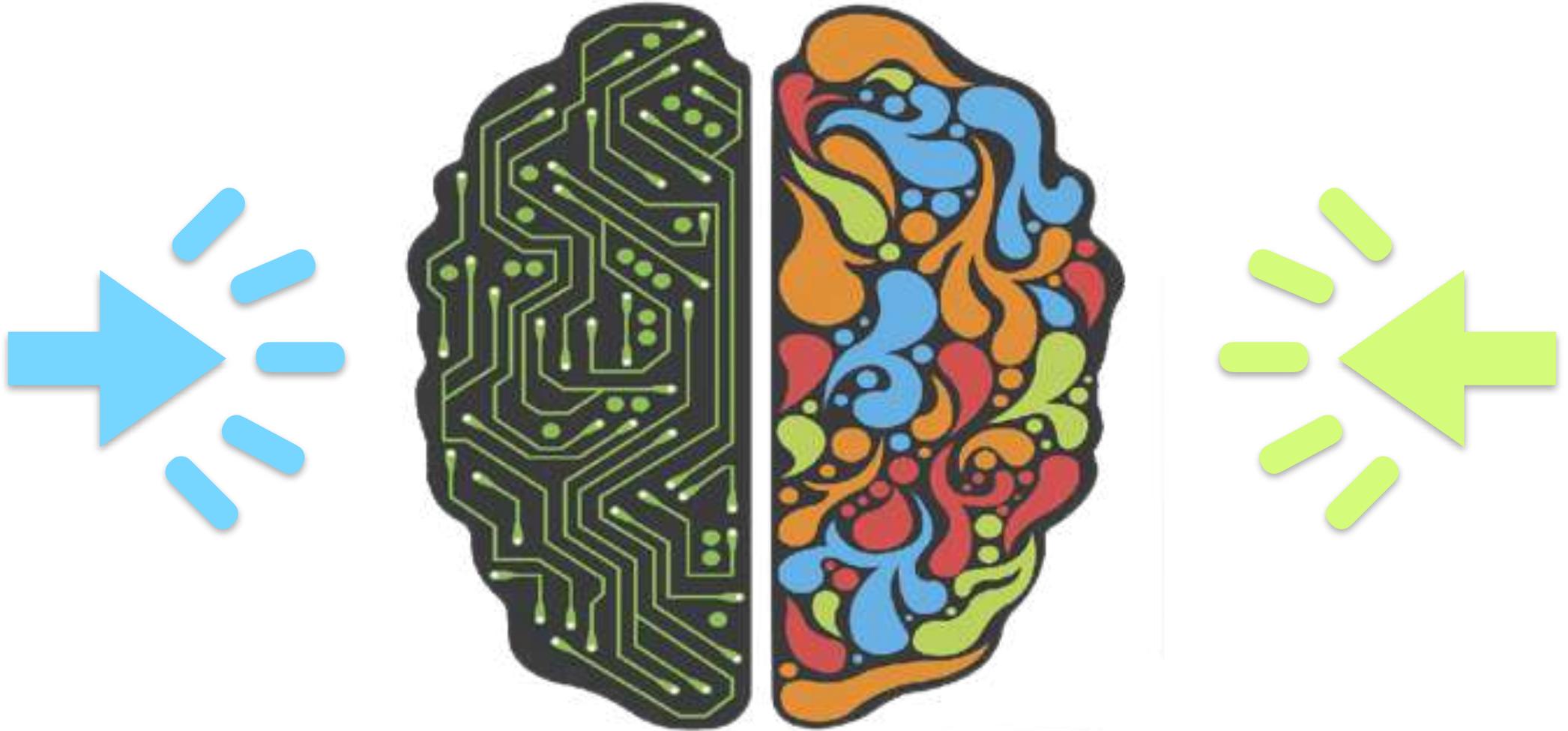
Satisfaction objective (cerveau gauche)

Réalité, features

Fonctionnalités

Réponse aux besoins

Qualité réelle

benchmark technique

Disponibilité du produit
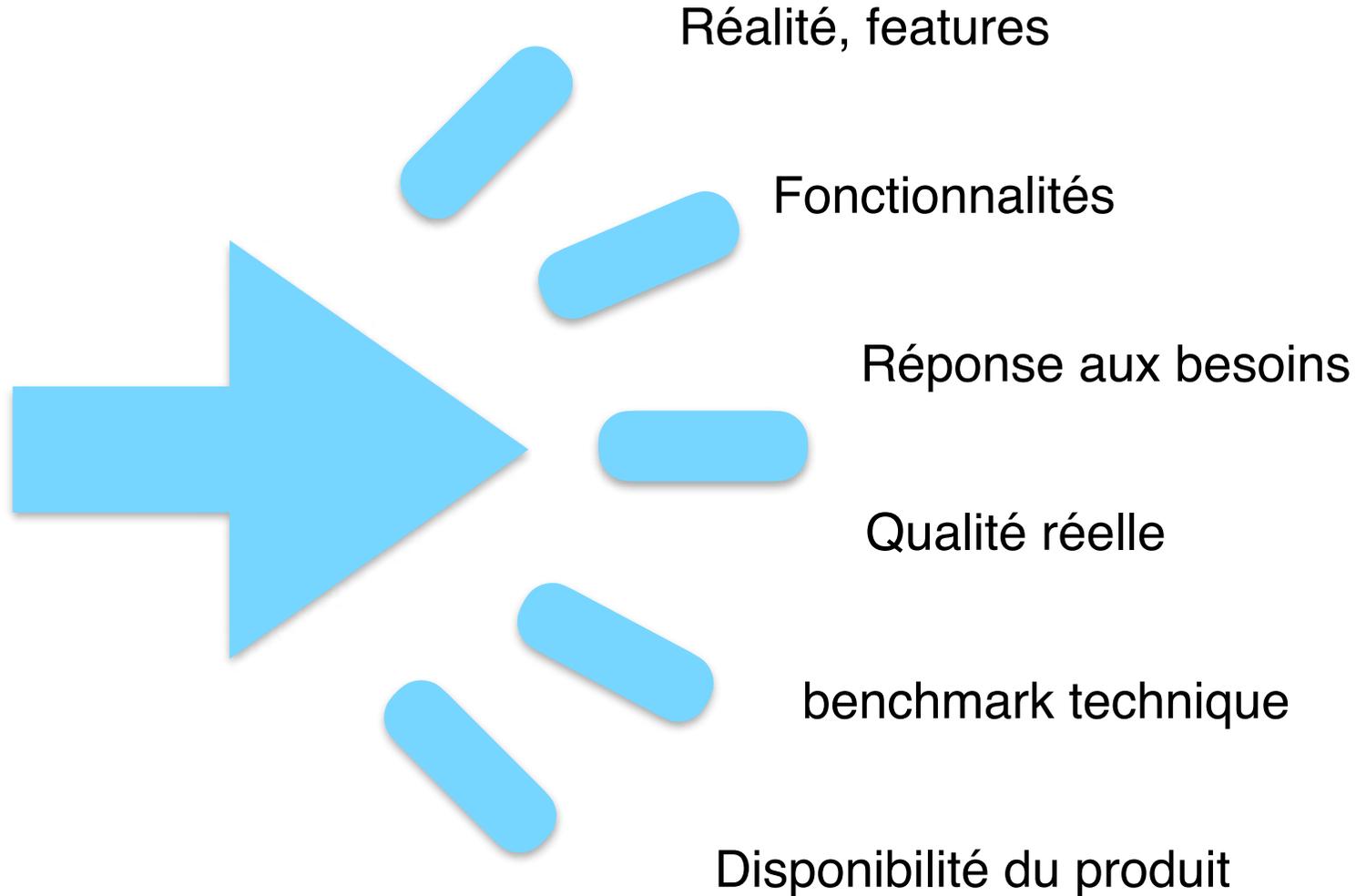
Satisfaction subjective (cerveau droit)

Perception

Insight

Image

Notoriété

Qualité perçue

Perception du prix

Appartenance (sentiment d')

Buzz/viralité

Recommandation

Réponse aux attentes et motivations
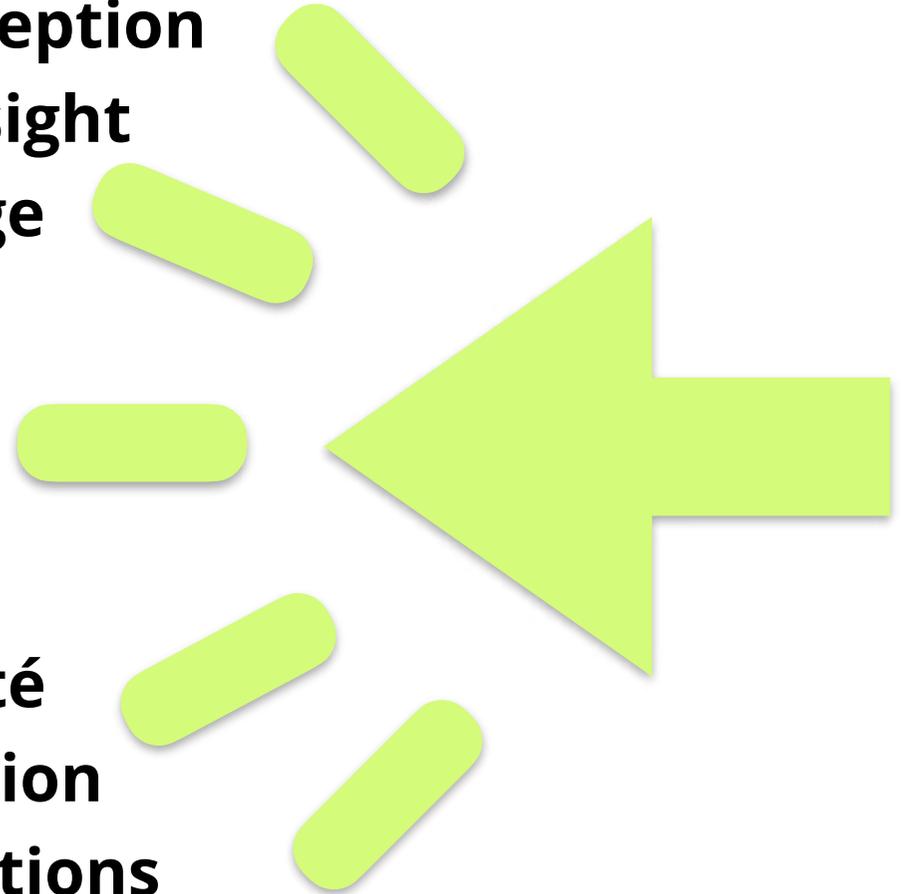
Deux types de satisfaction

2 satisfactions à mesurer mensuellement

Objective (réalité, features)

Fonctionnalités, réponse aux besoins

Qualité réelle, benchmark technique

Disponibilité du produit, prix

Subjective (perception, insight)

Image, notoriété

Qualité perçue, perception du prix

Appartenance (sentiment d')

Buzz, viralité, recommandation

Réponse aux attentes et motivations

Key
TakeAways

ce qu'il faut retenir

La démarche marketing

STRATÉGIE	Analyse sur base d'informations (études) traitées (outils)
	⬇
	Objectifs, cibles, positionnement (SCP & système)
	⬇
	Stratégie et plan projet (Gantt)
	⬇
OPÉRATIONNEL	Choix des Moyens d'action
	⬇
	Plan d'actions détaillés :
	⬇
FINANCE GESTION	PV, BP, BM
	⬇
	Contrôle : tableaux de bord

SOSTAC

SOSTAC

S : Situation, analyse interne, externe, marché, concurrence, portefeuille...

O : Objectifs en terme de cible + SCP + finance + persona + marketing + KPI...

S : Stratégie globale, macroplanning, phases

T : Tactique, microplanning

A : Actions, plan d'action commerciaux, marketing, communication

C : Budget, Finance, Contrôle, BP, PV

Médecine vs. Marketing

Analyse

Osculation, examen, observation, intuition, expérience, analyse de sang, NFS, chimie, iono

Données primaires, analyses, enquêtes études, mapping, matrice, datamining…

Diagnostic

Objectifs

Soigner, guérir, baisser douleur, prolonger la vie

Augmenter CA, marge, résultats, pérenniser, atteindre taille critique

Moyens

Médicament, opération traitement

Pub, prix, PDV, FDV, CGV, internet, amélioration de l'offre

Chiffrage

Prix, délai, remboursement

Budget, rentabilité

Key
TakeAways

ce qu'il faut retenir

1: analyse

fin: chiffre

Discipline reine du marketing :

Positionnement

POSITIONNEMENT BIJECTIF

QUALITÉS

QI
Q2
Q3
Q4
Q5
Q6
Q7
Q8
...

CIBLES

CI
C2
C3
C4
C5
C6
C7
C8
...
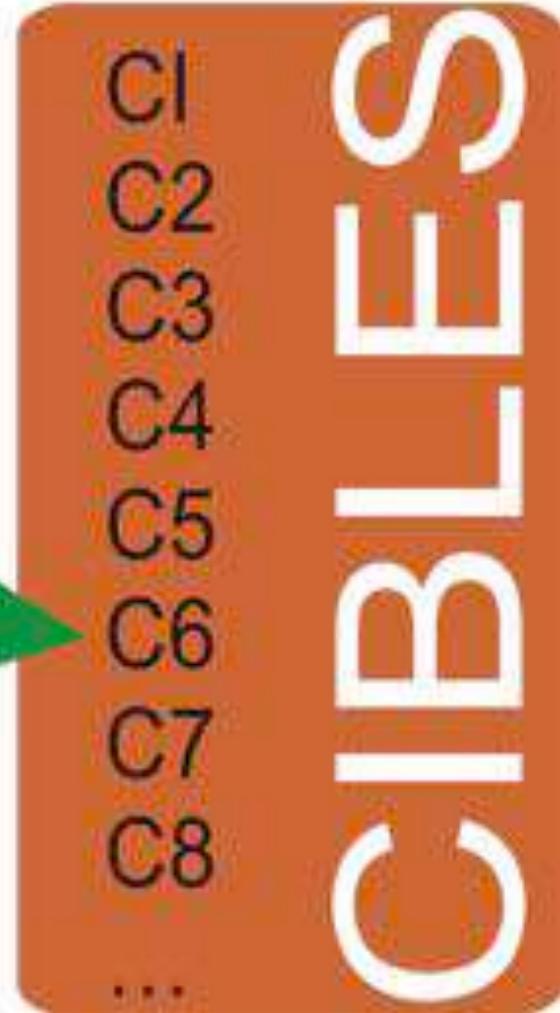
Segmentation, ciblage, positionnement

Key
TakeAways

ce qu'il faut retenir

Adresser une qualité à une cible

MIX

MixMarketing

4C Lauterborn

SAVE Motorola

M3 MMM Ashley Friedlein

7P BOOM

5E Minter

MoMaMa eConsultancy

4P Jerome McCathy

4E Ogilvy

10i innovation

1960 1980 1990 2000 2009 2012 2013 2014 2017

MIX
mmm

Modern Marketing Model (M3)

- **Strategy**
  - 1. Marketing Strategy
- **Analysis**
  - 2. Market Orientation
  - 3. Customer Insight
- **Planning**
  - 4. Brand & Value
  - 5. Segmentation & Targeting
  - 6. Positioning
- **Execution**
  - 7. Customer Experience & Content
  - 8. Distribution
  - 9. Promotion
  - 10. Data & Measurement

MODERN MARKETING MODEL M3

5 blocs

M M Modern Marketing Model M3

STRATÉGIE

ANALYSE

ACTION

OBJECTIFS

DATA
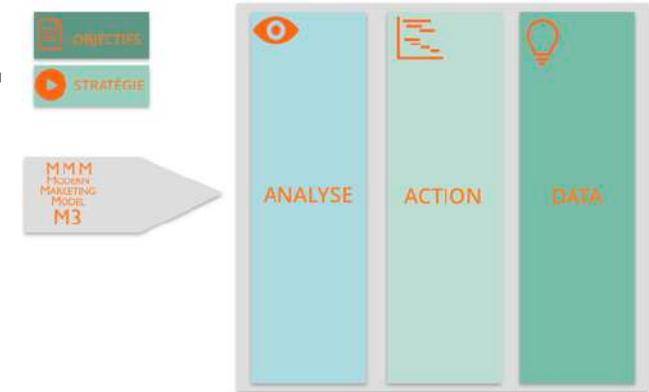
Quatre exemples d'utilisation

MIX le bon dosage consommat eur

3 :
Décomposition du marketing

1- Philosophique :
vision

2- Stratégique :
long terme / projet / PM + BP

3- Opérationnelle :
court terme / projet / plan d'action

Philosophique, stratégique et opérationnelle

La philosophie marketing

Philosophie

1. Consommateur au centre
2. Démocratie marketing

consumer focus

Marketing

"Marketing is so basic that it cannot be considered a separate function...it is the whole business seen from the point of view of its final result, that is, from the *customer's* point of view."

Peter Drucker

Marketing STRATÉGIQUE

Couple produit / marché

Fondamental du marketing

Sert de base à Ansoff

Sert de base au positionnement

Principe de la segmentation

Outil de réflexion universel

Décomposition stratégique d'Ansoff
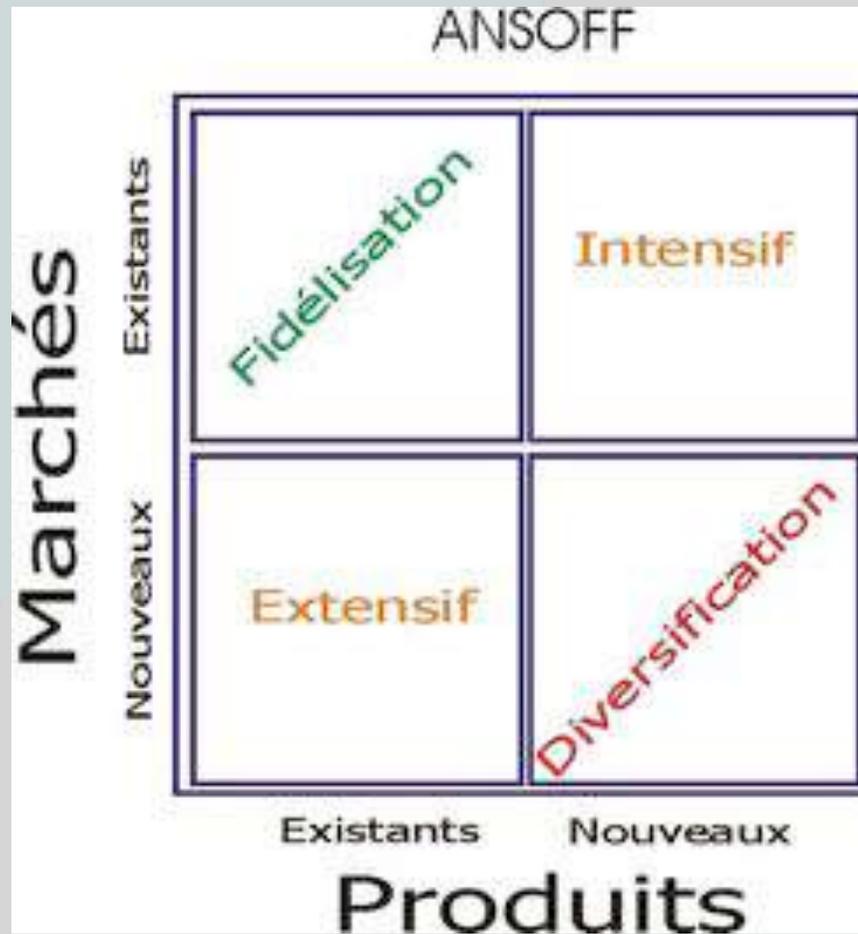
Marketing Opérationnel

=

3 x 6 moyens

Marketing Opérationnel	18
MM	6
TM	6
DM	6

Marketing Mix

1. Segmentation
2. Produit
3. Prix
4. Publi-promotion (consommateur)
5. Distribution
6. Positionnement

Trade marketing

1. **CGV**
2. **FDV**
3. **EDI, SCM & LOGistique   (process)**
4. **COPromotion, comarketing, coadv**
5. **LOBbying**
6. **MERchandising**

Digital
Marketing

Digital Marketing

1. Web Management
2. Référencement (SEARCH)
3. e-marketing
4. e-commerce
5. e-publicité
6. m-marketing

2017

DM
DigitalMarketing
e-business

1 WEB Design Management InsideWeb / BackOffice
- WEB Outils eco-system
- Web Design
- Plateforme
- Web Analytics : BigData

2 SEARCH SearchMarketing Référencement
- SEO
- SEA
- search engine
- SERP
- Ranking / Page rank
- APP ranking
- Mobile

3 e-marketing + SocialMarketing
- Social Network Marketing
- CRM
- étude on-line e-survey
- e-mailing
- Ciblage et comportement
- Brand Content
- Web Analytics
- CMI

4 e-advertising e-pub
- Vente d'espace
- Achat d'espace
- PREROLL
- Affiliation
- DOOH (Digital Out Of Home)
- Display
- on line event
- Buzz et marketing viral
- IP TV
- AdverGame

5 e-commerce m-commerce
- VAD
- Comparateur de prix
- BtA
- e-Promotion
- portail / place de marché
- m-commerce
- Social-Commerce

6 m-marketing mobile marketing
- SMS MMS
- Adaptation de site au tablet, smartphone (cf WebManagement & responsive design)
- Mobile commerce vs. e-commerce
- Mobile paiement (Near Field Communication, RFID, Sans Contact)
- m-couponing
- Base de donnees de N° tél
- Qrcode et reconnaissance image
- bluetooth communication
- APPS
- Geolocalisation et utilisation de la position

The Periodic Table of Content Marketing

An overview of the key elements of content marketing

Legend:
- Strategy
- Format
- Content Type
- Platform
- Metrics
- Goals
- Sharing Triggers
- Checklist

A seven-step guide to success

1. Use some time to define a strategy.
2. Figure out the formats you plan on using.
3. Think about the content types that will appeal to your audience. Do your research. Brainstorm ideas. Create.
4. Share your content across the key content distribution / social platforms.
5. Track the key metrics, and map these to your goals.
6. Be aware of the triggers of sharing triggers. Be sure to work the emotions.
7. Always double check your work.

															Pv	Uv	Nv	Br	Tf
Cs																			
Ar	Sh													Ni	Do	Cl	Kp	Le
V	Vi													Bm	Rp	Pm	Dg	Br
Im	Pr	Ho	Re	Qu	Ti	Bp	Co	Ca	St	De	We	Bl	Of	Mi	Am	Rm	Sa
Ev	Wb	Iv	As	Rs	Lb	Hi	Ee	Rc	Tr	Cm	Tw	Fa	Li	Pi	Is	Sc	S
Gm	Ap	Qz	Ex	Pd	Fu	Te	Bg	In	Op	Ch	Yo	Vm	Gp	Fo	Tu	Nm	Me
Tb	Eb		De	Gl	Da	Pc	Sv	An	Fi	Gf	Re	Ig	Vn	Sl	Fl	Sm	Sh
P	So			Ga	Mm	Fr	Tm	Dm	Nj			Hn	Ps	Ad		Eg	En
El	Em																

Fu	Sx	Sg	Mv	Un	Cv	Co	Ig	Rd	Zg	Aw	Up	Di
Sq	Se	Ce	Fm	Hd	Tv	Gd	Pe	Do	Fc	Cd	Ct	Fd

CONTENT MARKETING / NATIVE LUMAscape

SOCIAL	MOBILE	ANALYTIC	CLOUD
RSE YouTube Linkedin	Vidéo RA	TAG Lake	APP Collaboratif

+ Sécurité / RGPD

QrCode

michelleobama

QrCode : **phygital**

Lien analogique/physique

↕
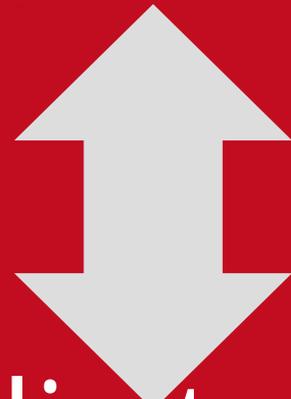
digital

GRENOBLE
ECOLE DE
MANAGEMENT
TECHNOLOGY & INNOVATION

CCI GRENOBLE

URL shortener

ACT THINK **IMPACT**
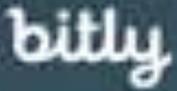
slido

Joining
a m

#gem

Join
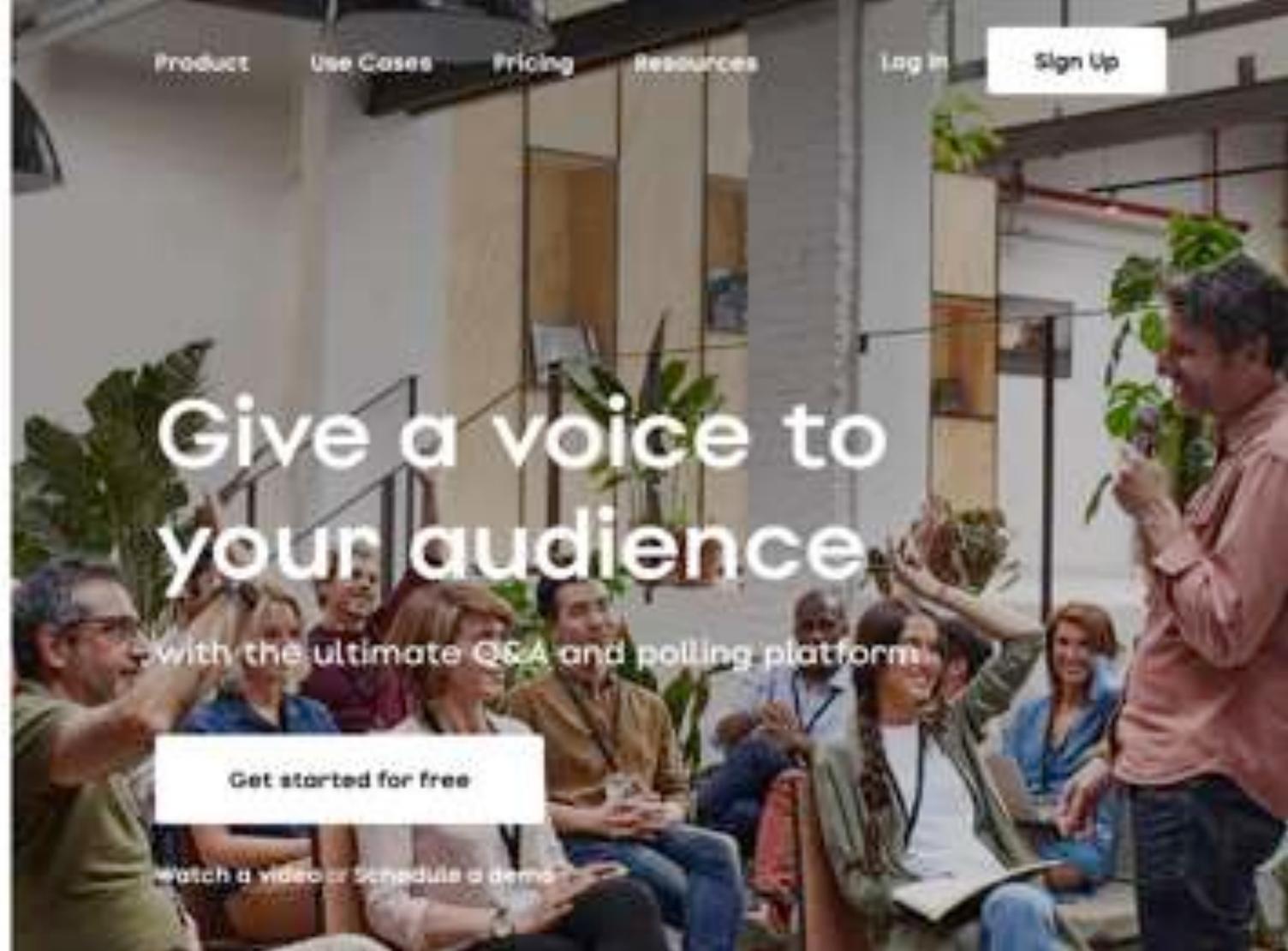
Give a voice to
your audience

with the ultimate Q&A and polling platform

Get started for free

Watch a video or Schedule a demo

sli.do   ou   slido.com   #gem

▶**SLI.do**

▶**www.beekast.com**

▶**Klaxoon**

▶**Kahoot**

▶**WooClap.com**

▶**www.mentimeter.com/inspiration**

Black Mirror
NOSEDIVE (S03E01)
Entire History of you (S01E03)
Credit Social : note de confiance

Social Selling Dashboard

Hubert Kratiroff

CDO at C4C, MyConnecting

Top **3**%

Industry SSI Rank

Top **5**%

Network SSI Rank

Social Selling Index – Today

Your Social Selling Index (SSI) measures how effective you are at establishing your professional brand, finding the right people, engaging with insights, and building relationships. It is updated daily. Learn more

72

out of 100

Establish your professional brand — 20
0 — 25

Find the right people — 12.44
0 — 25

Engage with insights — 14.56
0 — 25

Build relationships — 25
0 — 25

Épisode 2 :
**Plan Marketing
Business Plan
Projet
Plan d'action (PAC ou PAM)**

gestion
de
grands
projets

démarche
analyse
objectifs & cibles
stratégie
moyens & actions
finance

cycle

⊃⋔

#digital**mindset**

NoLimit ∞

Numérique

techno, electro, computer,
enable companies to do things greater

Digital

the way from finding clients to earn income
change business model, process, objective

Cyber

security, resilience
… bureau des légendes

1-NoLimit

.01

.02

.03

Évolution
DIGITALE

VITESSE
VOLATILITÉ

NBIC Rupture
NUMERIQUE

VUCA

COMPLEXE
AMBIGÜE

LIQUIDE

.04

.05

.06
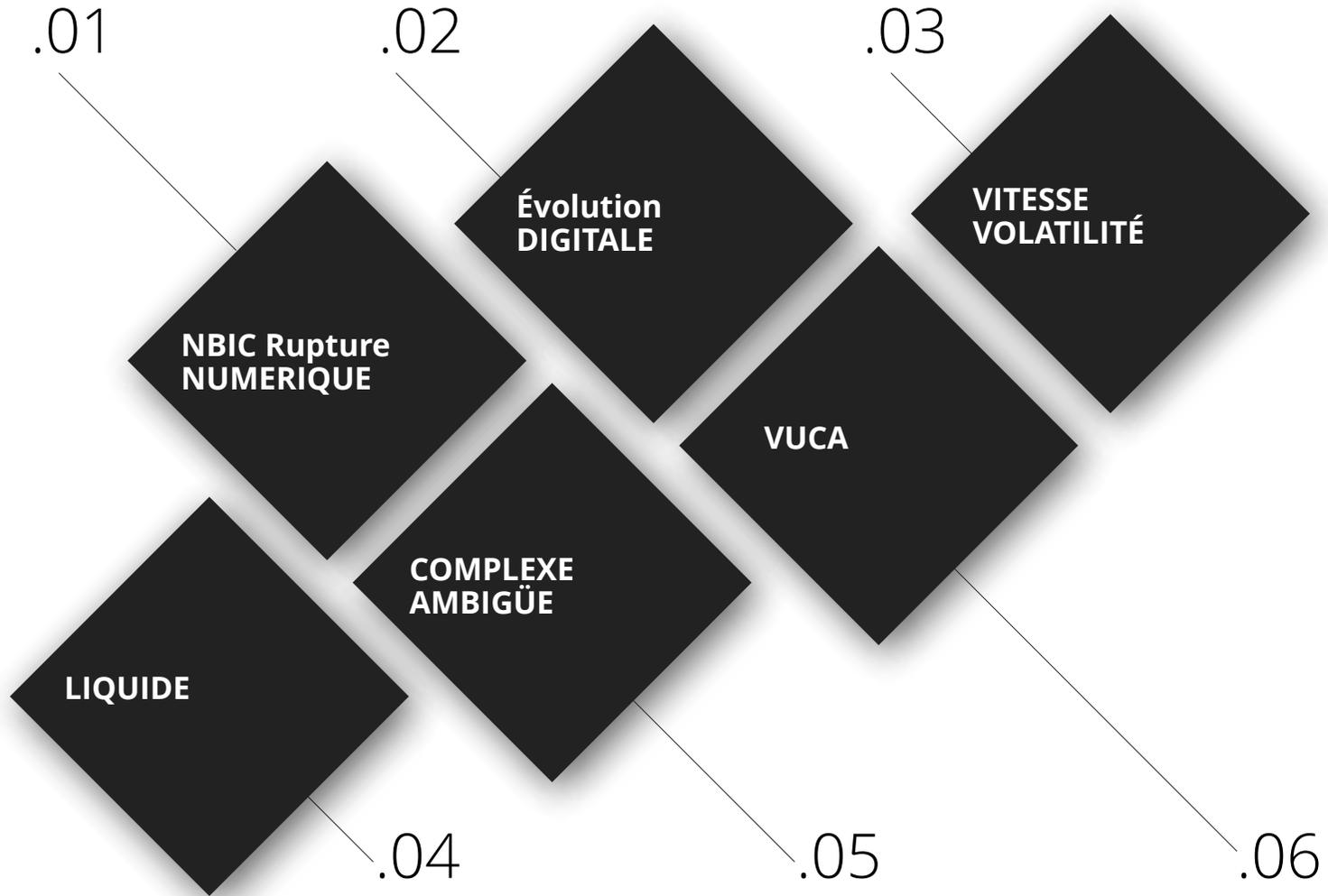
NBIC

∞

NBIC

Nano (techno / matériaux)
Bio (techno / mimétisme)
Informatique (IOT Blockchain Quantique Algo)
Cognitif (IA ML MOOC)

4ème révolution industrielle

Vapeur + moteur

Électricité

Informatique

IA

∞

ACT THINK **IMPACT**

https://toplink.weforum.org/knowledge/explore/all
https://toplink.weforum.org/knowledge/insight/a1Gb0000001hXcwEAE/explore/summary

Economics of
Environmental
Sustainability

Globalization

Future of
Economic
Progress

Taxation

Inclusive Growth

Economics of the Fourth
Industrial Revolution

Productivity and
Competitiveness

https://toplink.weforum.org/knowledge/explore/all
https://toplink.weforum.org/knowledge/insight/a1Gb0000001hXcwEAE/explore/summary

3ème révolution industrielle

Vapeur + moteur
Électricité
NBIC (NTIC)
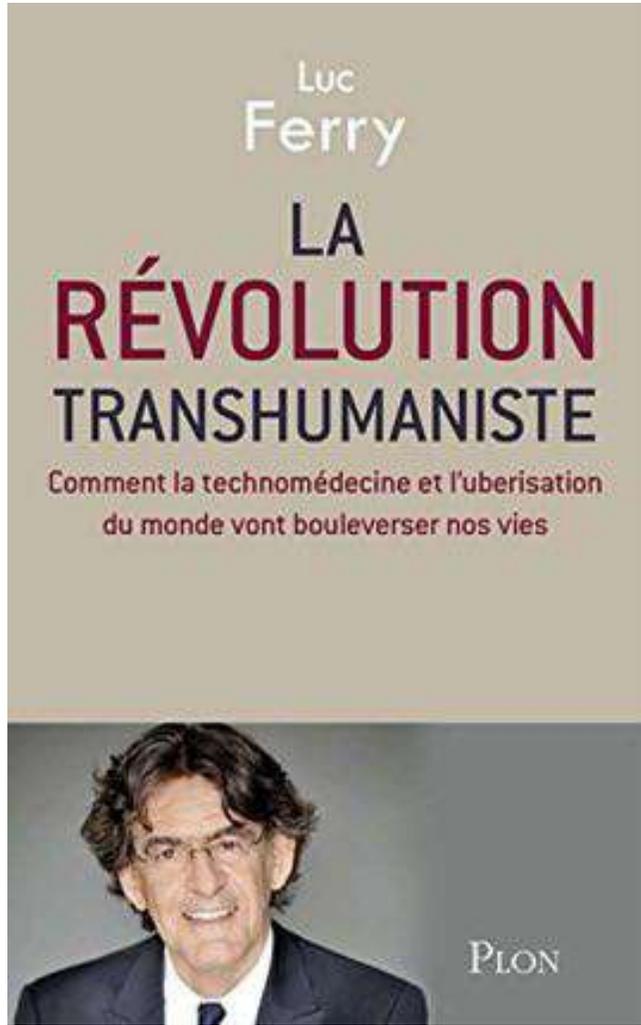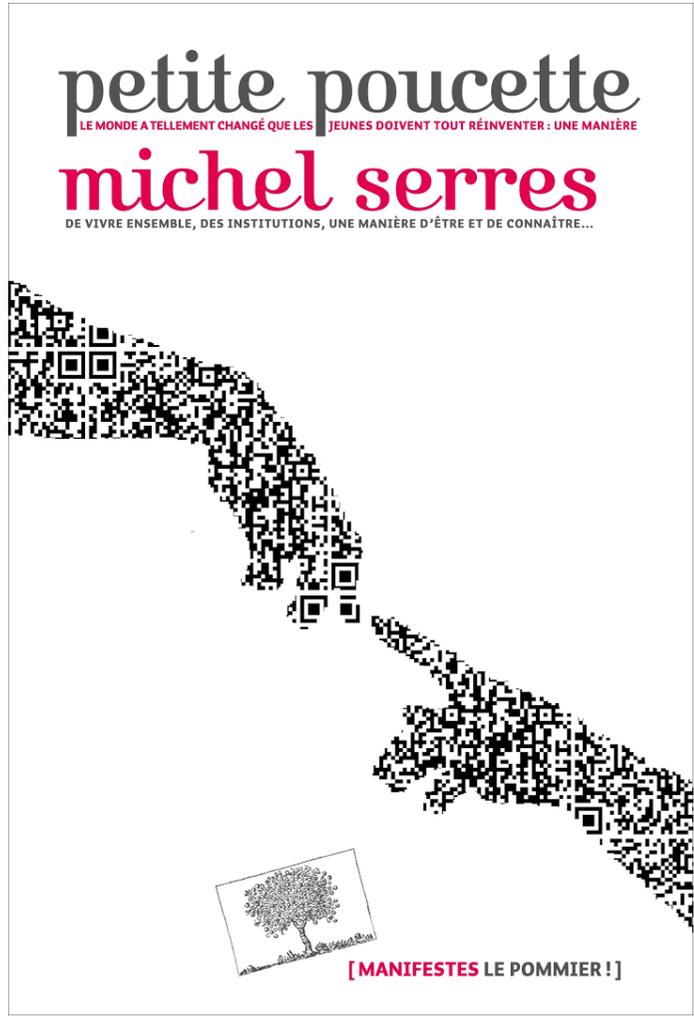
petite poucette

LE MONDE A TELLEMENT CHANGÉ QUE LES JEUNES DOIVENT TOUT RÉINVENTER : UNE MANIÈRE

michel serres

DE VIVRE ENSEMBLE, DES INSTITUTIONS, UNE MANIÈRE D'ÊTRE ET DE CONNAÎTRE...

[**MANIFESTES** LE POMMIER !]

Luc **Ferry**

LA RÉVOLUTION TRANSHUMANISTE

Comment la technomédecine et l'uberisation
du monde vont bouleverser nos vies

PLON

Gutenberg

Zuckerberg
Sandberg

NO LIMIT

THE INTERNET OF THINGS

AN EXPLOSION OF CONNECTED POSSIBILITY

50.1 BILLION

42.1 BILLION

34.8 BILLION

28.4 BILLION

22.9 BILLION

18.2 BILLION

14.4 BILLION

11.2 BILLION

8.7 BILLION

IoT INCEPTION

1,000,000

0.5 BILLION
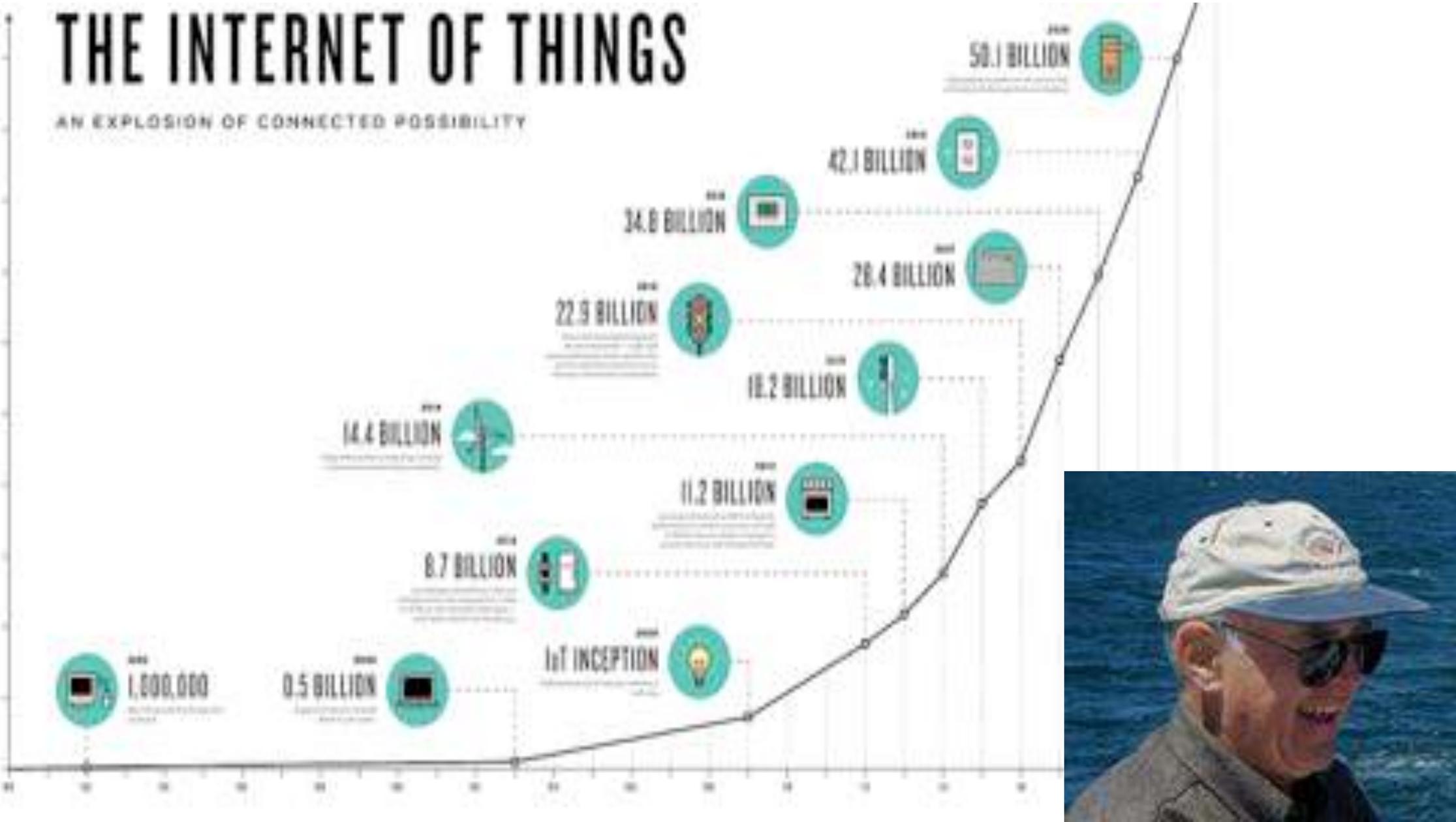
ROLEX
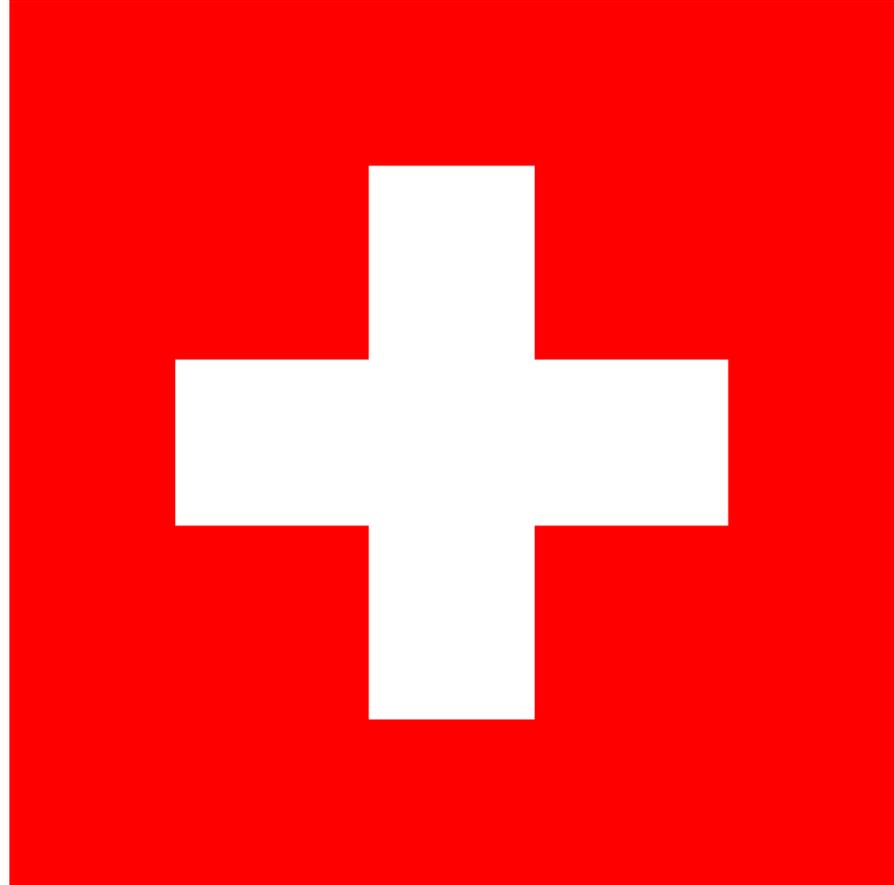
NETFLIX > Disney

[
GAFA

NATU

BAT
]

$$
\begin{bmatrix}
\text{GAFA}M & & S \\
\text{NATU}BE & & Y \\
\text{BAT}X & & BDH
\end{bmatrix}
$$

Elon Musk dévoile un premier aperçu de la version test du Starship

	2006	Brand Value 2006 $MIL	2017	Brand Value 2017 $MIL.
1	Microsoft	62,039	Google	245,581
2	GE	55,834	Apple	234,671
3	Coca-Cola	41,406	Microsoft	143,222
4	China Mobile	39,168	amazon	139,286
5	Marlboro	38,510	facebook	129,800
6	Walmart	37,567	AT&T	115,112
7	Google	37,445	VISA	110,999
8	IBM	36,084	Tencent	108,292
9	citi	31,028	IBM	102,088
10	Toyota	30,201	McDonald's	97,723
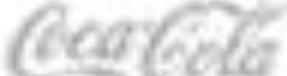
NoLIMIT ∞
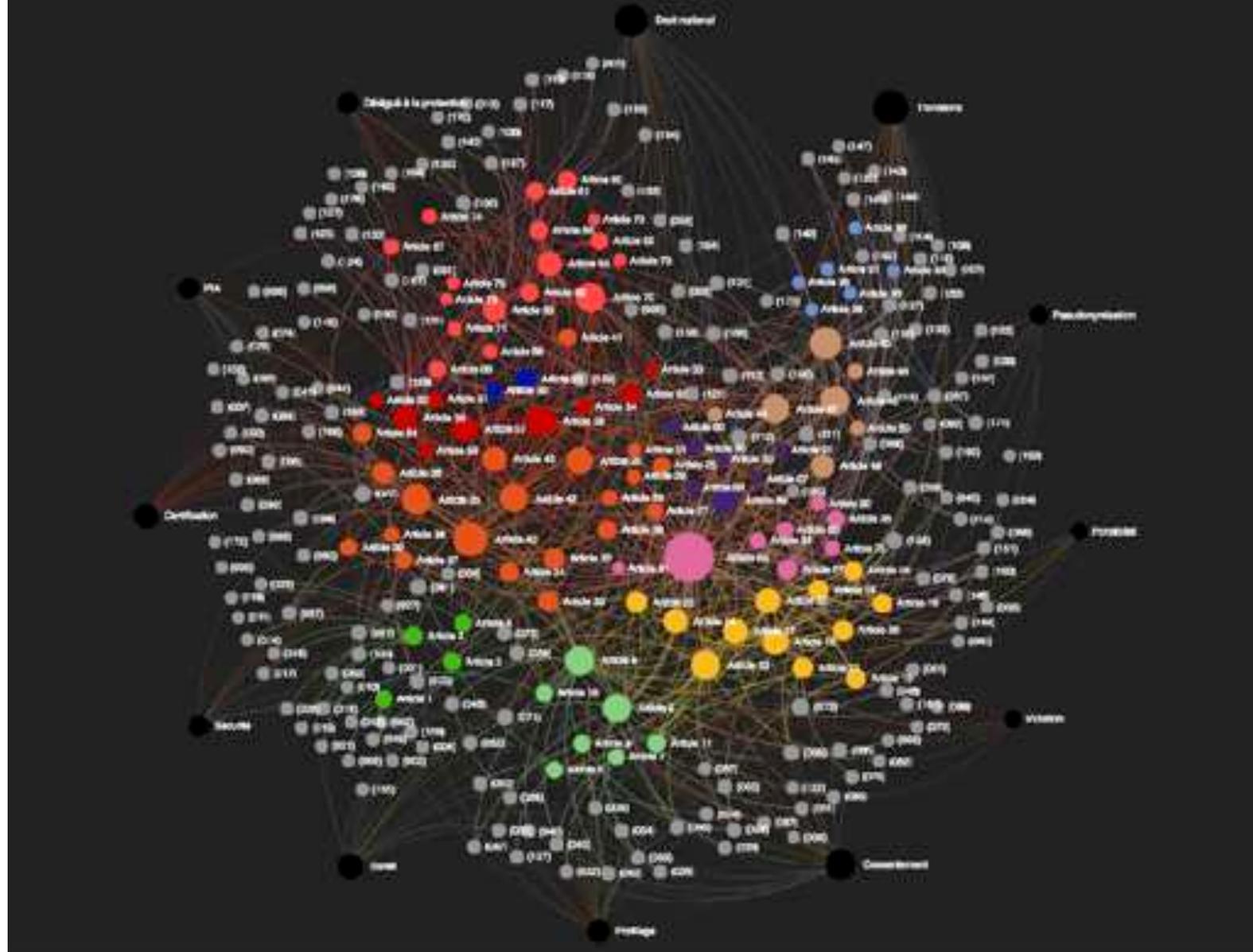
RGPD

INTRODUCING
amazon go

AI + amazon = *amazon go*

Smart Advisors
Micro Data Centers
Digital Dexterity
Software-Defined Security
Neurobusiness
Citizen Data Science
Biochips
IoT Platform
Connected Home
Affective Computing
Smart Robots
D Bioprinting Systems for Organ Transplant
Volumetric Displays
Human Augmentation
Brain-Computer Interface
Quantum Computing
Bioacoustic Sensing
People-Literate Technology
Digital Security
Virtual Personal Assistants
Smart Dust

Internet of Things
Speech-to-Speech Translation
Machine Learning
Wearables
Cryptocurrencies
Consumer 3D Printing
Natural-Language Question Answering

Hybrid Cloud Computing

Augmented Reality

Enterprise 3D Printing

Gesture Control

Virtual Reality
Autonomous Field Vehicles

Cryptocurrency Exchange

As of July 201

| Innovation Trigger | Peak of Inflated Expectations | Trough of Disillusionment | Slope of Enlightenment | Plateau of Productivity |

time

ed ag water civic food insur **TECH** mar med green fin prop deep ad

thingonomics (IOT)

GIG

expectation

blue

evonomics

new

micro

sha | ring

macro

offre

economy

neuro

plateform

gift

nudge

barter

collaborative

attention

comportementale

market

intelligence

law

funding

sha | ring

crowd

marketing

power

sourcing

lending

collaboration

2018 天猫双11 全球狂欢节

¥213,550,497,011

213,550,497,001 Chinese Yuan equals

30,685,177,689.32 United States Dollar

Nov 12, 8:21 AM UTC · Disclaimer

| 213550497001 | Chinese Yuan |
| 30685177689.32 | United States |

2018 天猫双11 全球狂欢节

24:00:00

2018年天猫双11 成交额 2135 亿

Ranking	Banking Group	Market Capitalisation (USD bn)
1	JP Morgan	388
2	ICBC	330
3	Bank of America	315
4	China Construction Bank	270
5	Wells Fargo	268
6	HSBC	198
7	Agricultural Bank of China	200
8	Citi	183
9	Bank of China	180
10	Ant Financial	150
11	China Merchant Bank	122
12	Royal Bank of Canada	114
13	Santander	100
14	BNP Paribas	90
15	Goldman Sachs	91
16	Sberbank	84
17	Unicredit	50
18	Barclays	47

Transformation Numérique
intégrer les nouvelles technologies pour développer les activités

Transformation Digitale
adopter une nouvelle culture pour développer les activités

Numérique

invention, technologie, électronique, informatique, OS, brevet, industrie, production, backend, serveur, code, langage machine

Digital

innovations dans la manière de se servir des objets, frontend, nouvelles utilisations des fonctions, commandes par le toucher (doigt)

Cyber

sécurité, « intelligence (EN) » : le renseignement ... bureau des légendes

LE BUREAU DES LÉGENDES

● Digital transformation
Sujet

● digital transformation
Terme de recherche

+ Ajouter une comparaison

France ▾   Cinq dernières années ▾   Toutes catégories ▾   Recherche sur le Web ▾

ⓘ Remarque : Cette comparaison contient à la fois des termes de recherche et des sujets, qui sont calculés différemment.   EN SAVOIR PLUS

Evolution de l'intérêt pour cette recherche ⓘ   ⬇ ‹› ⤴
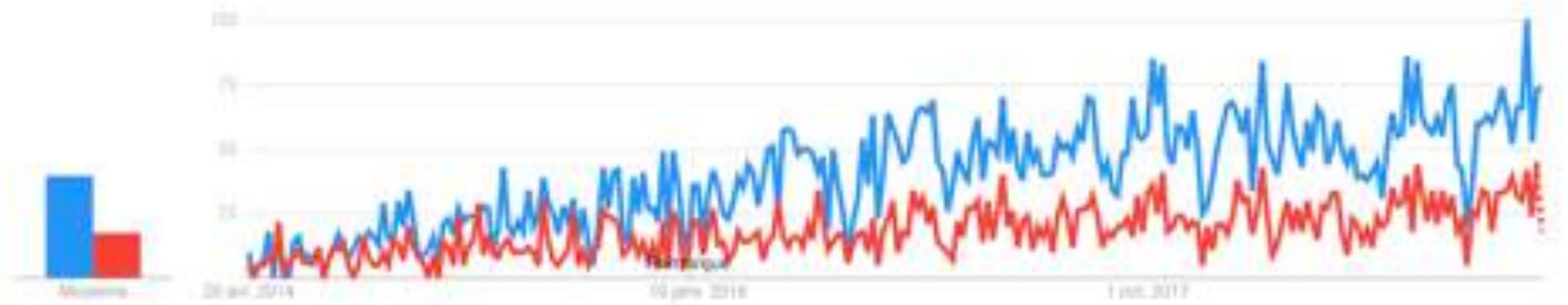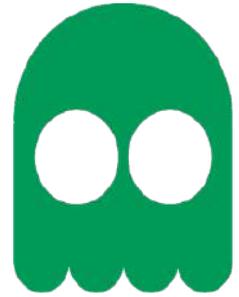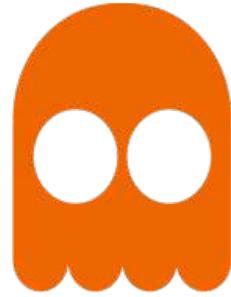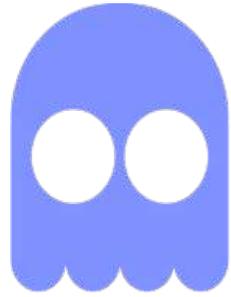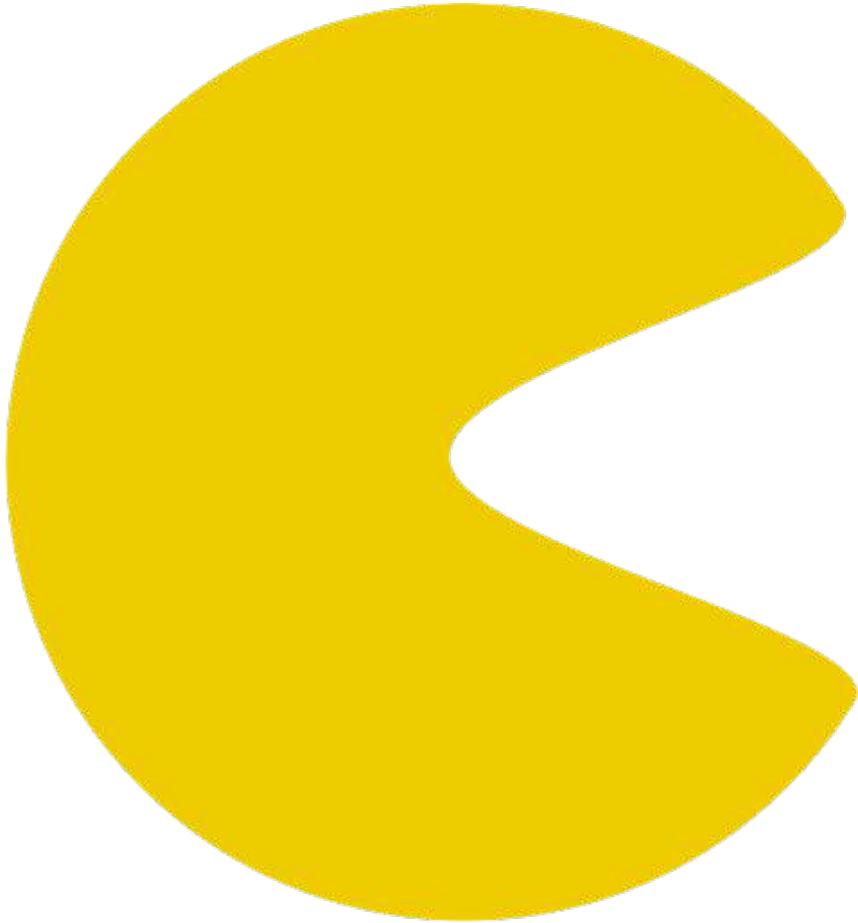
CULTURE EATS STRATEGY FOR BREAKFAST

Peter Drucker

TOOLS

" Il n'y a pas d'amour, il n'y a que des preuves d'amour "

Pierre Reverdy (1889-1960)

"Il n'y a pas de digital,
il n'y a que des preuves
de digital"

HK & Pierre Reverdy (1889-1960)

~~SWOT~~

VUCA

V U C A

VOLATILITY

UNCERTAINTY

COMPLEXITY

AMBIGUITY

VUCA

HBR
2014

complexity

Characteristics: The situation has many interconnected parts and variables. Some information is available or can be predicted, but the volume or nature of it can be overwhelming to process.

Example: You are doing business in many countries, all with unique regulatory environments, tariffs, and cultural values.

Approach: Restructure, bring on or develop specialists, and build up resources adequate to address the complexity.

volatility

Characteristics: The challenge is unexpected or unstable and may be of unknown duration, but it's not necessarily hard to understand; knowledge about it is often available.

Example: Prices fluctuate after a natural disaster takes a supplier off-line.

Approach: Build in slack and devote resources to preparedness—for instance, stockpile inventory or overbuy talent. These steps are typically expensive; your investment should match the risk.

ambiguity

Characteristics: Causal relationships are completely unclear. No precedents exist; you face "unknown unknowns."

Example: You decide to move into immature or emerging markets or to launch products outside your core competencies.

Approach: Experiment. Understanding cause and effect requires generating hypotheses and testing them. Design your experiments so that lessons learned can be broadly applied.

uncertainty

Characteristics: Despite a lack of other information, the event's basic cause and effect are known. Change is possible but not a given.

Example: A competitor's pending product launch muddies the future of the business and the market.

Approach: Invest in information—collect, interpret, and share it. This works best in conjunction with structural changes, such as adding information analysis networks, that can reduce ongoing uncertainty.

HOW WELL CAN YOU PREDICT THE RESULTS OF YOUR ACTIONS?

HOW MUCH DO YOU KNOW ABOUT THE SITUATION?

TIME

IS

MONEY

"ATTENTION = MONEY"

"ATTENTION = MONEY"

Amartya SEN
Nobel 1998 pour IDH

Jean Tirole
Nobel 2014 : régulation
et pouvoir de marché
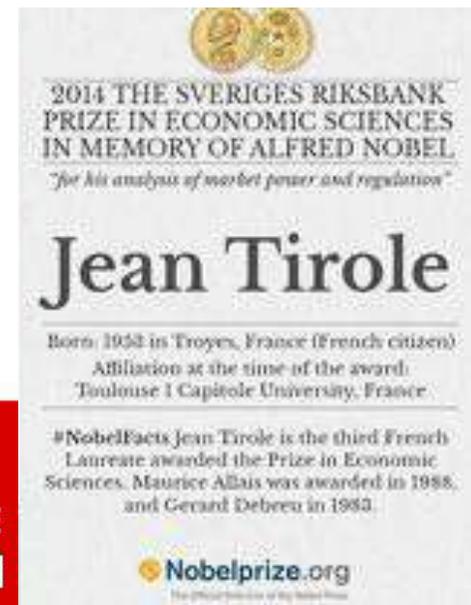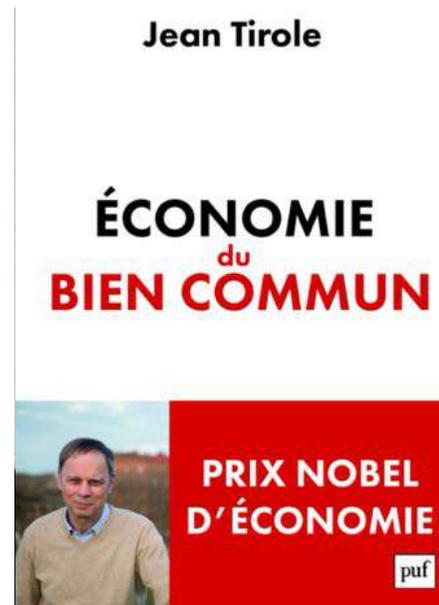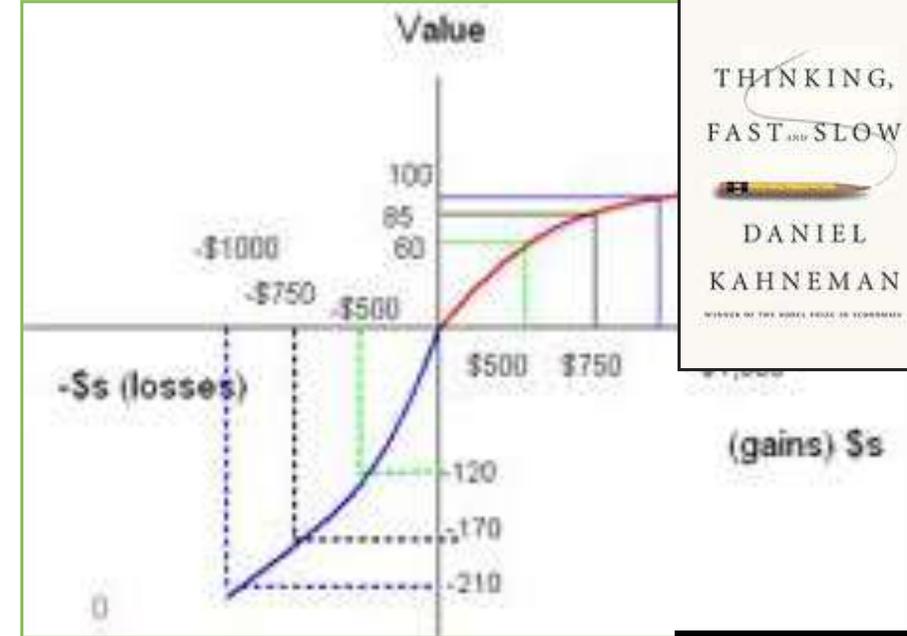
Richard Thaler
Nobel 2017 pour Nudge

inciter sans que l'incitation soit perceptible, sans contrainte ni récompense
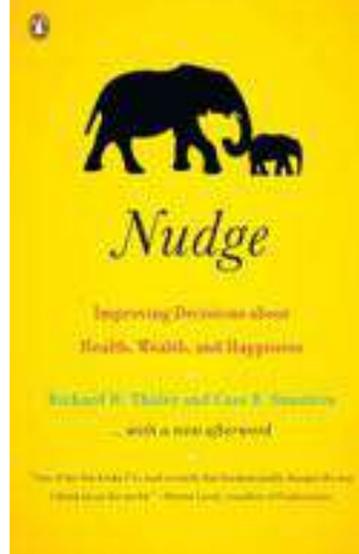
The tendency to like (or dislike) everything about a person—including things you have not observed—is known as the halo effect.

Quote from Thinking, Fast and Slow by Daniel Kahneman

THINKING,

FAST AND SLOW

DANIEL
KAHNEMAN

WINNER OF THE NOBEL PRIZE IN ECONOMICS
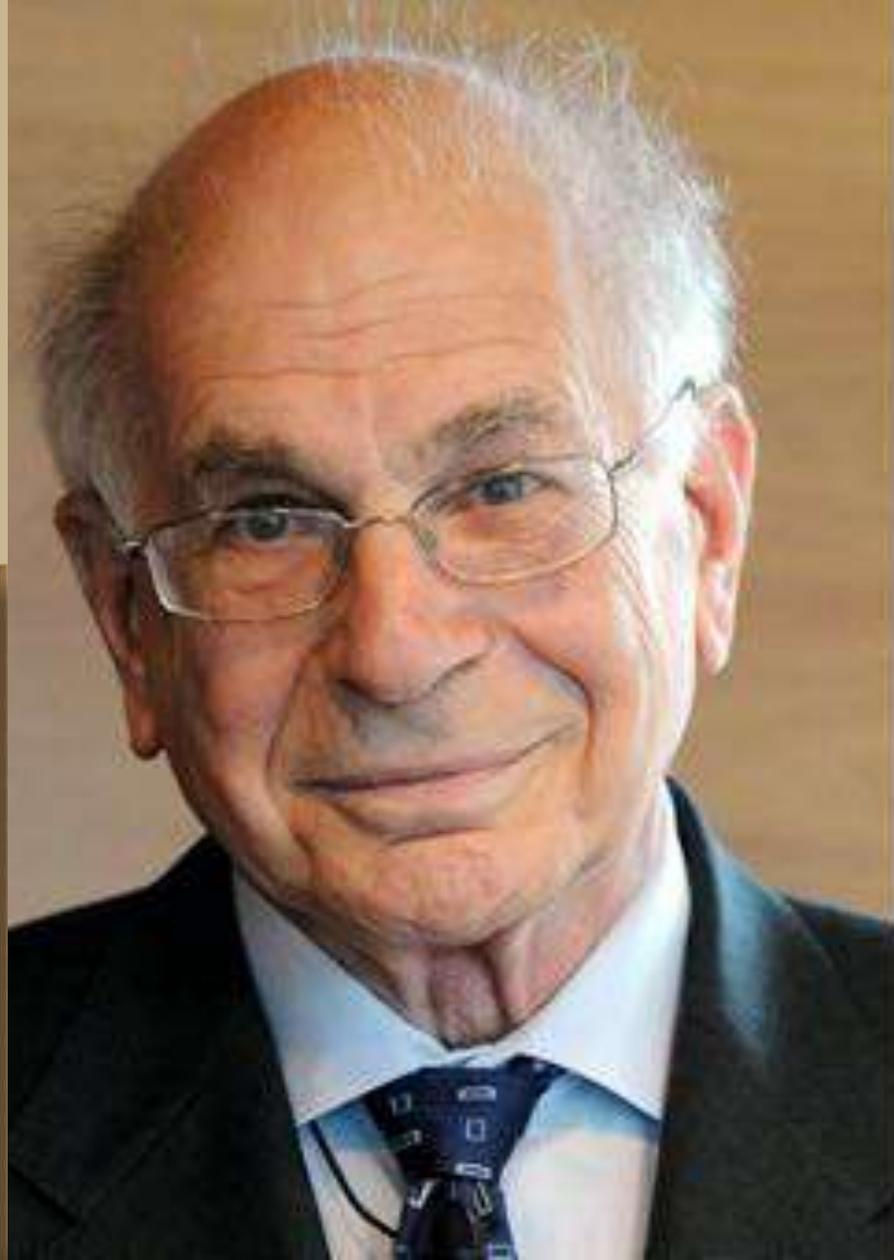
THINKING,

FAST AND SLOW

DANIEL
KAHNEMAN

WINNER OF THE NOBEL PRIZE IN ECONOMICS

Courbe de décision en incertitude

https://www.ubs.com/microsites/together/en/nobel-perspectives/laureates/daniel-kahneman.html

https://www.cairn.info/revue-idees-economiques-et-sociales-2010-3-page-15.htm

https://www.theguardian.com/science/2014/feb/16/daniel-kahneman-thinking-fast-and-slow-tributes
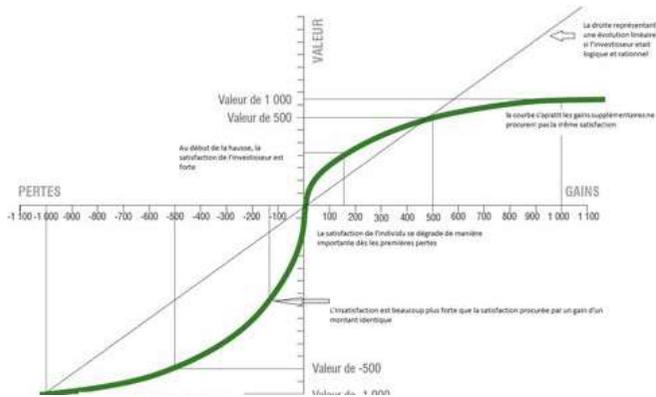
Les agents économiques n'agissent pas de manière rationnelle et «consistente». on peut prédire les actes des personnes par la volonté du gain ou la diminution de la perte

—-

In psychology, heuristics are simple, efficient rules which people often use to form judgments and make decisions. They are mental shortcuts that usually involve focusing on one aspect of a complex problem and ignoring others. These rules work well under most circumstances, but they can lead to systematic deviations from logic, probability or rational choice theory. The resulting errors are called "cognitive biases" and many different types have been documented. These have been shown to affect people's choices in situations like valuing a house, deciding the outcome of a legal case, or making an investment decision. Heuristics usually govern automatic, intuitive judgments but can also be used as deliberate mental strategies when working from limited information.

Key
TakeAways

ce qu'il faut retenir