






HERMÈS
VANILLE GALANTE



pnl au dd

[AI](#) [Images](#) [Videos](#) [News](#) [Maps](#) [More](#)

About 3,030,000 results (0.45 seconds)

Tip: Search for **English results only**. You can specify your search language in the

Au DD

(lire de PNL)

Paroles

Au DD

J'ai passé, la cétaille, le pé-cou, il vi-sser des regrets devant ton bébé
J'arr de chez toi, j'reprends ta voiture mal garée puis j'retire ton PV
J'recherche un billet, des affaires, des plans dans la planque, un peu trop peins...

Source: Musixmatch

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



LE BUREAU
DES
LEGENDES

1 5 8 4 1 9 9 4 2 3 9 7 1
3 7 0 2 7 4 7 1 4 1 9 8 6
4 8 1 7 4 2 9 7 2 7 0 0 6
4 9 2 1 7 8 7 5 4 0 5 4 9
8 9 6 8 4 8 1 0 2 9 0 2 3
1 3 2 7 5 4 6 8 3 9 1 7 9
8 1 9 2 3 8 2 4 7 2 5 4 5
4 5 9 9 9 6 3 2 1 4 8 8 9
4 8 5 3 1 3 4 1 3 1 5 6 7
3 7 1 0 6 0 0 8 4 7 9 5 1
0 3 0 9 0 4 0 5 0 0 0 5 3
3 0 6 3 3 9 8 3 3 8 3 7 9
2 9 9 1 7 6 5 5 6 0 3 7 2
8 8 9 8 5 8 5 7 6 5 2 8 8
6 6 3 3 3 3 1 4 7 8 6 3 3
8 0 5 4 0 7 1 0 1 2 5 8 9



**LE BUREAU
DES
LEGENDES**

Numérique

Digital

Cyber

1



**LE BUREAU
DES
LEGENDES**

2



**LE BUREAU
DES
LEGENDES**

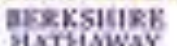
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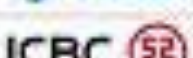
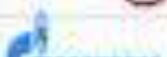
**LE BUREAU
DES
LEGENDES**

LARGEST GLOBAL COMPANIES IN 2018 VS 2008:
SEVEN OUT OF TEN ARE NOW BASED ON PLATFORM
BUSINESS MODELS

2018

RANK	COMPANY	FOUNDED	US\$bn
1.		1976	890
2.		1998	768
3.		1975	680
4.		1994	592
5.		2004	545
6.		1998	526
7.		1955	496
8.		1999	488
9.		1886	380
10.		1871	375

2008

RANK	COMPANY	FOUNDED	US\$bn
1.		1999	728
2.		1870	492
3.		1892	358
4.		1997	344
5.		1984	336
6.		1989	332
7.		1975	313
8.		1907	266
9.		2000	257
10.		1885	238

* Companies based on the platform model

Source: Bloomberg, Google

	2006	Brand Value 2006 \$MIL.	2017	Brand Value 2017 \$MIL.
1	 Microsoft	62,039	 Google	245,581
2		55,834		234,671
3		41,406	 Microsoft	143,222
4	 中国移动 China Mobile	39,168	 amazon	139,286
5		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 腾讯	108,292
9	 citi	31,028	 IBM	102,088
10		30,201	 McDonald's	97,723

NBIC



Nano Tech

Biotech / Biomimetics

InfoTech IOT Blockchain

Cognitif / AI / ML





4ème révolution industrielle

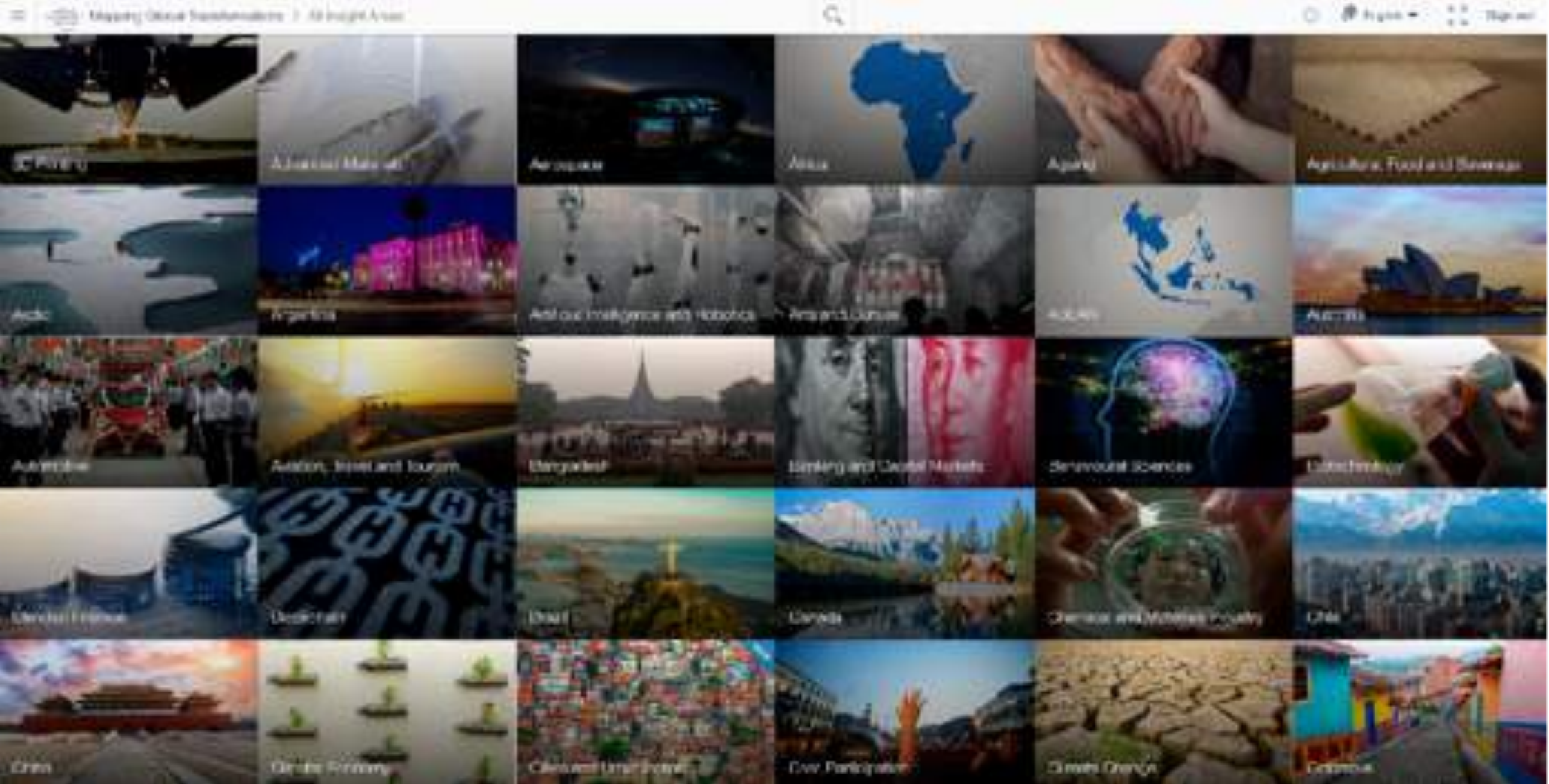
Vapeur + moteur

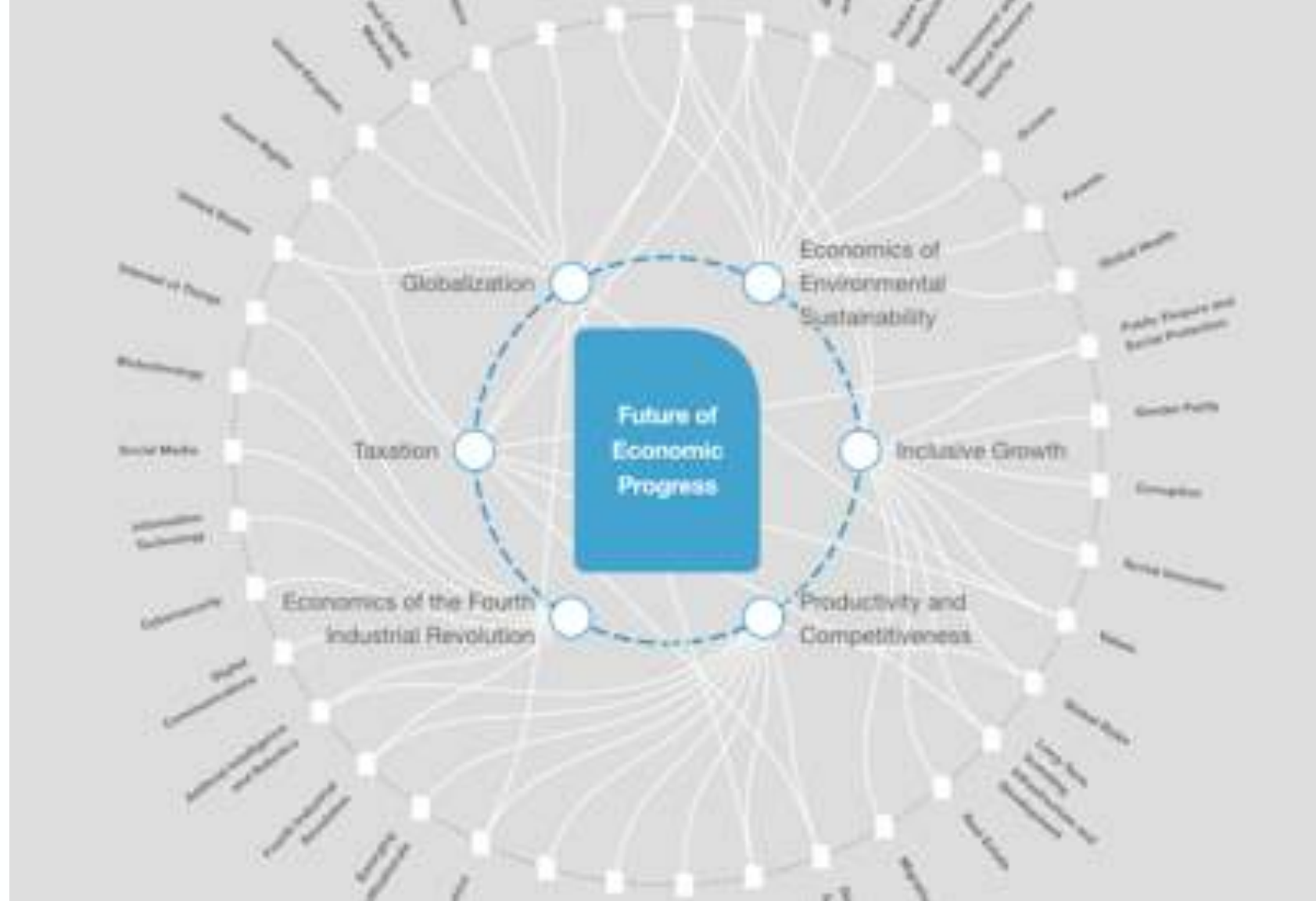
Électricité

NTIC

NBIC







THE GREEN NEW DEAL

WHY THE FOSSIL FUEL CIVILIZATION
WILL COLLAPSE BY 2025,
AND THE BOLD ECONOMIC PLAN
TO SAVE LIFE ON EARTH

JEREMY RIFKIN

NEW YORK TIMES BESTSELLING AUTHOR OF
THE THIRD INDUSTRIAL REVOLUTION

THE **ZERO** MARGINAL COST SOCIETY

THE INTERSECT OF THINGS,
THE COLLABORATIVE COMMONS,
AND THE COLLAPSE OF
CAPITALISM

NEW YORK
TIMES
BESTSELLER

JEREMY RIFKIN

NEW YORK TIMES BESTSELLING AUTHOR OF
THE THIRD INDUSTRIAL REVOLUTION

THE **THIRD INDUSTRIAL REVOLUTION**

HOW LATERAL POWER
IS TRANSFORMING ENERGY,
THE ECONOMY, AND THE WORLD

NEW YORK
TIMES
BESTSELLER

JEREMY RIFKIN

JEREMY RIFKIN

AUTHOR OF THE AGE OF ACCESS AND THE THIRD INDUSTRIAL REVOLUTION

WHEN THERE IS NO MORE OIL...

THE **HYDROGEN ECONOMY**

THE CREATION OF THE
WORLDWIDE ENERGY WEB
AND THE REDISTRIBUTION
OF POWER ON EARTH

The Next Great Economic Revolution





3^{ème} révolution industrielle
Vapeur + moteur
Électricité
NBIC (inclus NTIC)

Michel SERRES

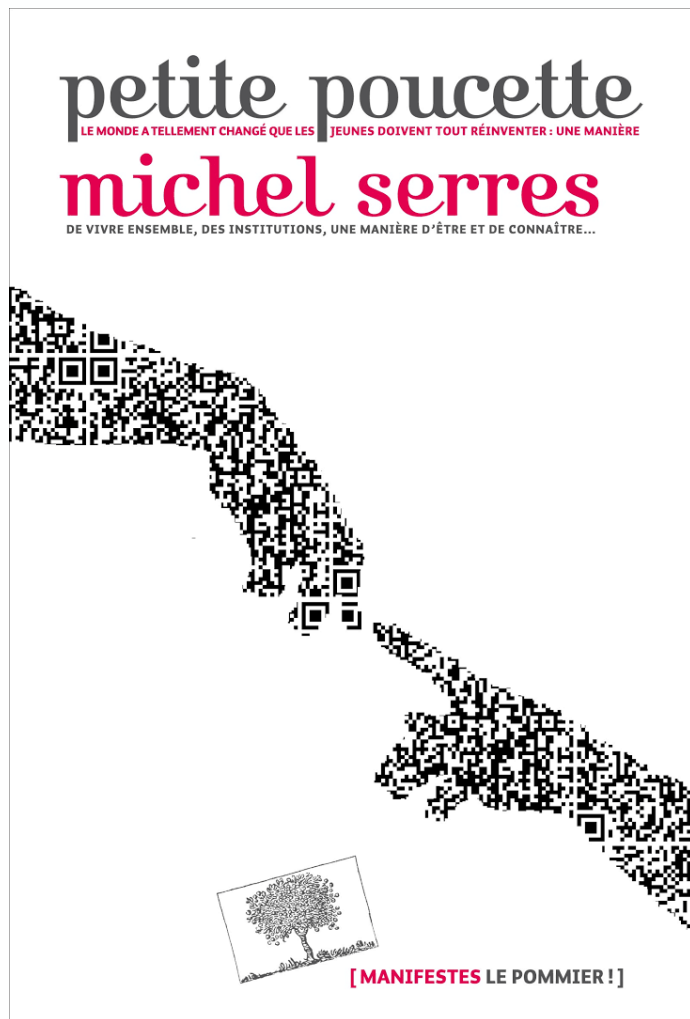
-3000 écriture
1450 imprimerie/chiffre
2000 NBIC

Luc FERRY

1800 Vapeur
1900 Électricité
2000 NBIC



GRENOBLE
ECOLE DE
MANAGEMENT
TECHNOLOGY & INNOVATION



Révolutions : social économique technologique



**GRENOBLE
ECOLE DE
MANAGEMENT**
TECHNOLOGY & INNOVATION

1961-2018



100 GRENOBLE

AGRI...

INDUSTRIALISATION

TERTIARISATION

DIGITALISATION

Gutenberg



Zuckerberg Sandberg



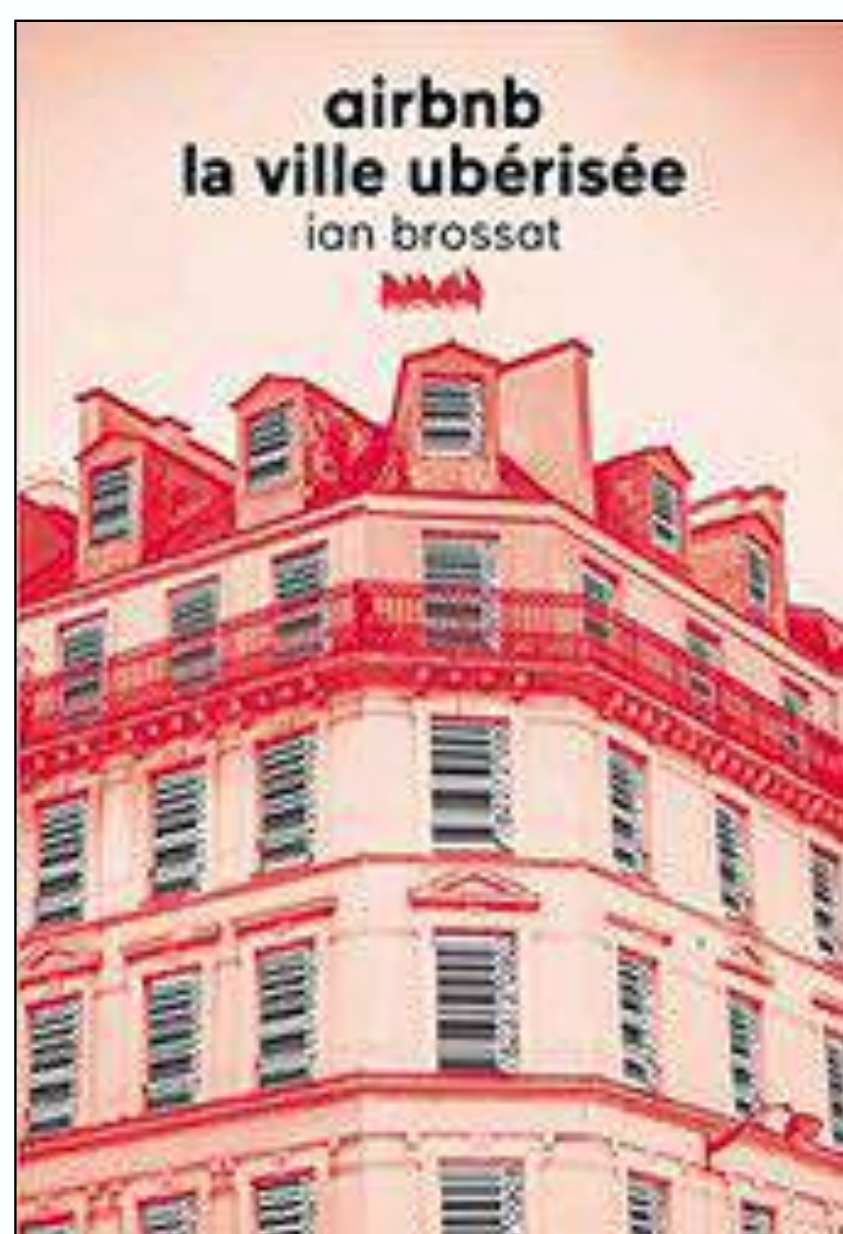


JEAN-LOUIS
MISSIKA
PIERRE
MUSSEAU

Des robots dans la ville

Tallandier
ÉDITIONS

**COMMENT
LES VOITURES AUTONOMES
VONT CHANGER
NOS VIES**

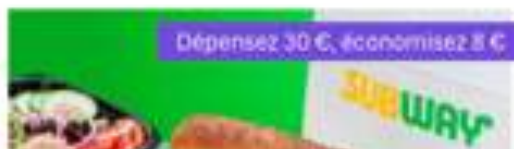


Vos plats préférés, livrés avec Uber

Saisissez l'adresse de livraison

Voir les restaurants

Paris - Livraison de repas



GAFA

GAFA

NATU

BAT

GAFA *M S*
NATU *BE Y*
BAT *X BDHD*

AirBnB

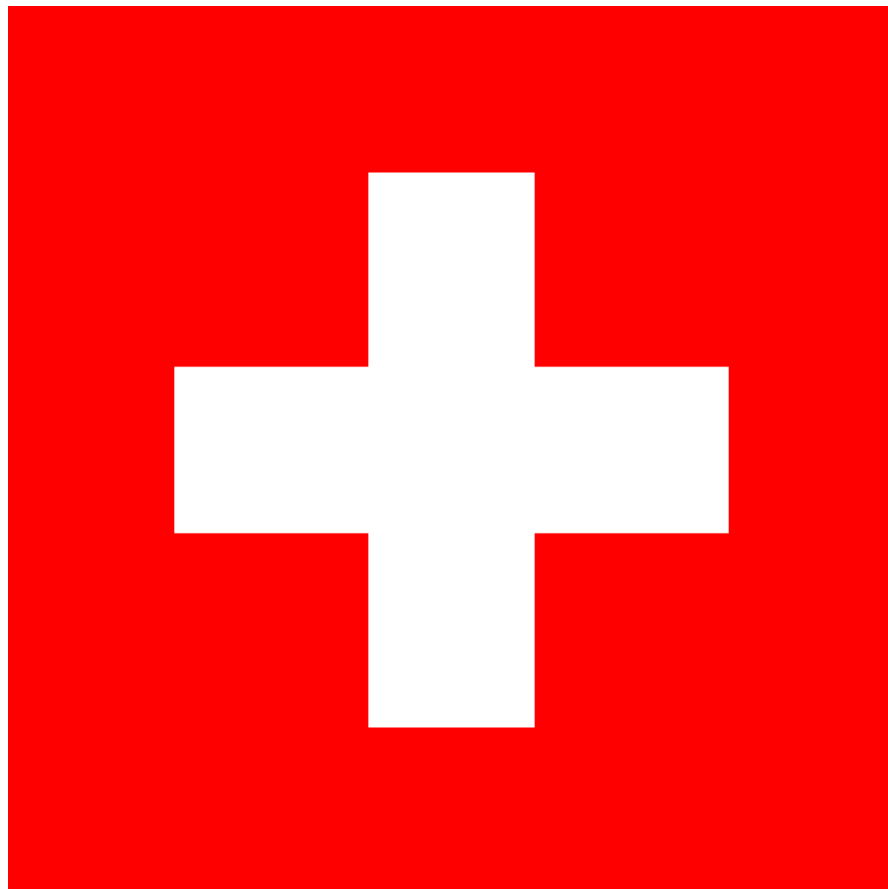
≠

WeWork

Nouveaux Business Modèles



ROLEX



NETFLIX



Disney



NETFLIX

way

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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



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



Source: Elon Musk (@elonmusk) · October 14, 2023



2017天猫双十一全球狂欢节

天猫双十一全球狂欢节

¥168,269,635,159

¥25,386,927,848

成交额 16.83% 11.11

11.11





2018天猫双11全球狂欢节

因为相信 所以敢梦

2018年11月11日 00:00:00 - 2018年11月11日 24:00:00

¥213,550,497,011

人民币 477.66B

2018年11月11日 中国双十一成交额
30,685,177,689.3
2 United States
Dollar

人民币 477.66B

2018年11月11日 中国双十一成交额

人民币 477.66B



2018天猫双11全球狂欢节

因为相信 所以敢梦

2018年11月11日 00:00:00 - 2018年11月11日 24:00:00

2018年双十一成交总额

成交总额

2135 亿

38
billiards \$

24:00:00

2019年天猫双11成交额

2684 亿

The GMV of 2019 11.11 Global Shopping Festival has surpassed RMB 268.4 billion

所有不可想象，终将化作寻常；我们相信“相信”，一切都是新的。

What was once unimaginable will become the new normal. We trust in "Believing". A new journey begins.

天猫双11全球购物节成交额突破2684亿元

We Pay You to Learn to Code

Modern Labor is a revolutionary platform that pays you \$2000 per month for 5 months to learn in-demand tech skills and then finds you your new job.



DNVB = DTC



Digital Native Vertical Brand

le slip français jimmy fairly

made.com veja

maison standard

tediber Michel

Augustin

bergamotte Dollar Save



Social



Web



In Person



Contact center



Mobile



uberisation

servicisation

platformisation



PLATFORM

APP

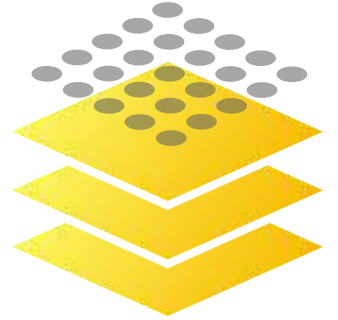
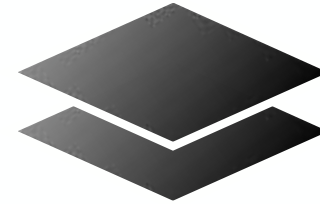
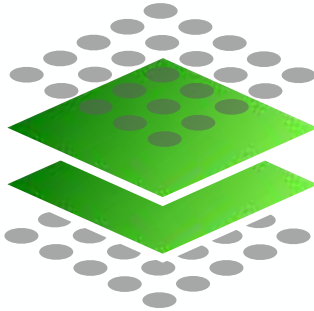
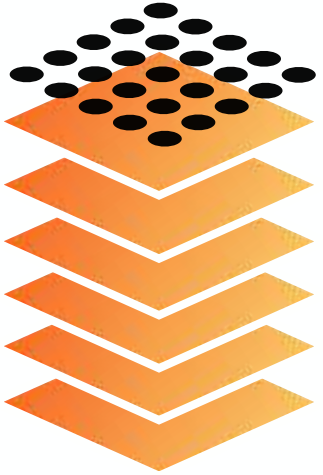
SOFT

USER

ADV

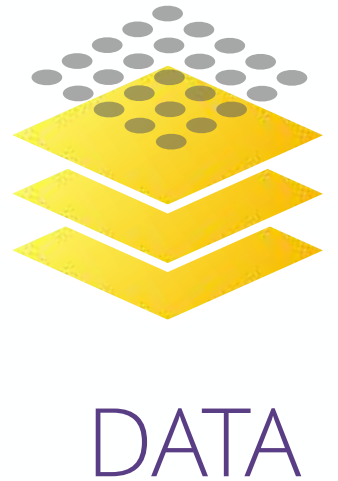
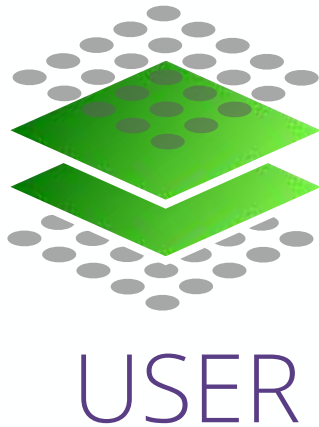
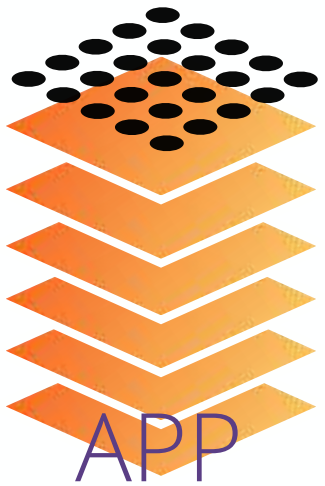
TRUST

DATA



PaaS
platform as a service

platform economy



GIG

economics

blue

expectation

micro sha | ring

macro

economy

barter

nudge

gift

market

offre

neuro

attention

collaborative

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

Alan, l'assurance santé simple pour les entreprises et les indépendants.

Premiers pas avec Alan

Tout sur le service, les garanties et les prix.



Le futur de l'assurance santé

100% en ligne, zéro papier.
Sûr et une expérience pensée pour vous.



Un service au top

Un service client **ultra réactif**, clair et
pédagogique. Temps de réponse médian
constaté **2 minutes**.



Les bonnes garanties santé

Des garanties pilotées par des milliers
d'entreprises et plus de 25 000 utilisateurs.



LAB

À chaque problème de peau
son sérum hautement concentré en actif.

Typology est née d'une mission : démystifier l'industrie du soin. Nous concevons et produisons en France des produits sains et efficaces, à prix juste.

À propos

Notre histoire
Sourcing & Ingrédients
Philosophie de packaging
Rejoindre l'équipe

Aide

Contactez-nous
Questions fréquentes
Livraison et retours
Conditions générales de vente
Politique de confidentialité

Conseils

Connaitre son type de peau
Comprendre et reconnaître les actifs
Les huiles essentielles
Peau déshydratée ou sèche?

typology.

À PROPOS PRODUITS GAMMES

Gammes / Lab / LAB-LAB

Yuka • 93/100
Excellent



ning li - 2nd

Founder of Made.com and Typology.com

Paris Area, France

Typology

HEC Paris

See contact info

500+ connections

Contact

Message

More...

Entrepreneur. Founder of Typology, a skincare brand with the mission to disrupt the FMCG industry. Founder of MADE.COM - a London based company offering high end, beautiful designs to everyone. Previously: co-founder of Myfab.co.



RIEN À PERDRE
TOUT À GAGNER
RÉSISTE À TOUT
ATTAQUE TOUT
RISQUE IMMENSE POUR
LES RENTIERS



ROPO

2

ROPO

ROBO

Research Online Purchase Offline

≠ showrooming

multi
cross
omni



« MULTI »



« CROSS »

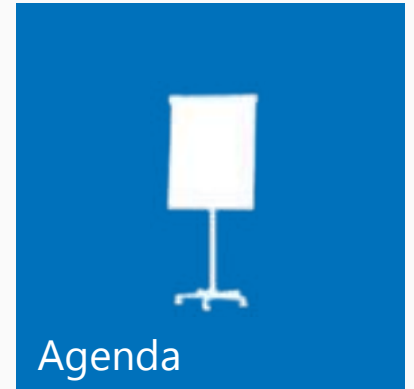


« OMNI »

2/ ROPO

Research
Online
Purchase
Offline

ou ROBO ... BUY



2/ ROPO

TOUCHPOINTS = points de contact

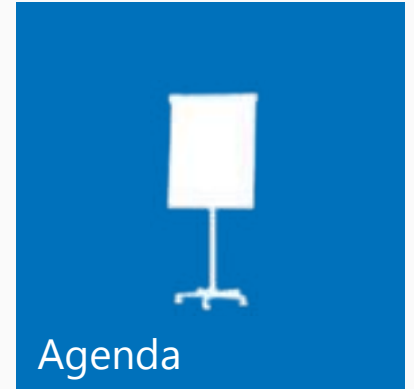
Multi canal

Cross canal

Omni canal

Canal : média et distribution

Parcours clients sans couture = fluid UX



OFFLINE

ACHAT

ONLINE

ACHAT

ROPO

100% Physique

100% online

ShowRooming

inspiration **ONLINE.**

OFFLINE

e-commerce

mobile-commerce

web-commerce

social-commerce

Conversationnel

Physique

U COMMERCE

e-commerce DropShipping



Le Fonctionnement du Dropshipping



Clients



Achat en ligne



Votre site e-commerce



Distributeur (vous)



Commande au
fournisseur



Fournisseur / Grossiste



Livraison



Clients

MonoCanal

MultiCanal

CrossCanal

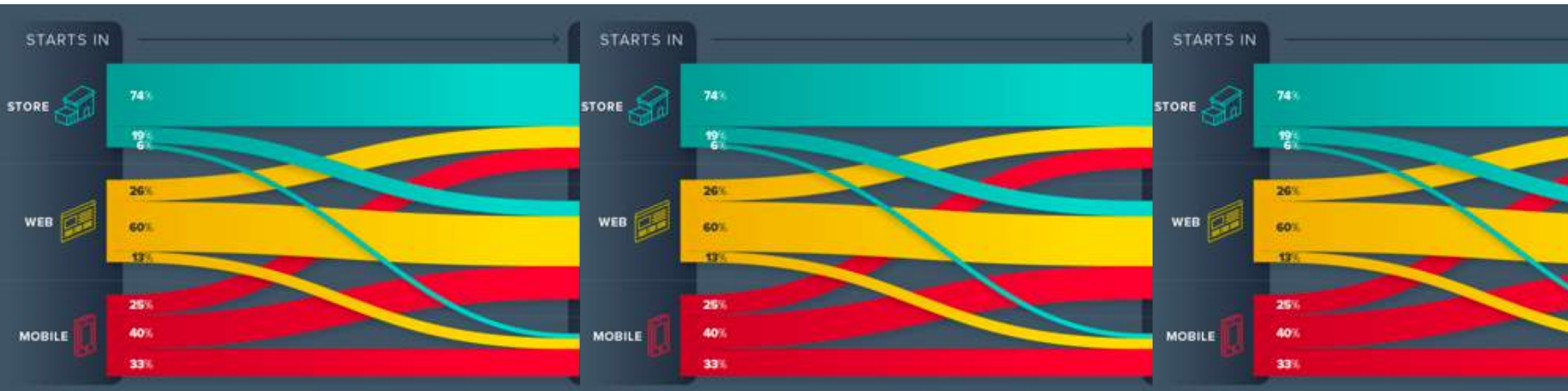
OMNISCANAL

CUSTOMER JOURNEY ANALYTICS

Where does the customer journey end?
Depends on where it begins.



OMNISCANAL



SYSTEMS OF...

bioRxiv preprint doi: <https://doi.org/10.1101/000000>; this version posted January 1, 2016. The copyright holder for this preprint (which was not certified by peer review) is the author/funder, who has granted bioRxiv a license to display the preprint in perpetuity. It is made available under aCC-BY-NC-ND 4.0 International license.

DEFINITION: A community that consists of people who are geographically proximate and are committed to frequently interacting with one another in order to achieve common goals is a social capital community.

RECOMMENDATIONS

Collectively, our research indicates that a support and feedback program, one that is designed to help all of these groups

Our technology works to be create an efficient and highly scalable Marketing to Sales automation platform that enables Marketing teams to effectively manage the entire customer lifecycle and ensure that every customer is engaged in a meaningful way. By using our platform, Marketing teams can create a highly personalized and targeted marketing campaign that drives customer engagement and loyalty. Our platform also enables Marketing teams to track and measure the effectiveness of their campaigns, allowing them to optimize their marketing efforts and maximize their return on investment.

Télépéage (libertyT OPnGO)

Dash button (Amazon)

AmazonGo

Uber

Doctolib

Paielement
invisible
ApplePay
Lydia
LyfPay
Wallet
Libra ?

A screenshot of the Lyf Pay website banner. The background is a blurred image of people in a store. At the top, there is a navigation bar with the Lyf Pay logo and links for 'Utilisateurs', 'Professionnels', 'Développeurs', and 'Blog'. The main heading is 'Lyf Pay : Le paiement d'aujourd'hui'. Below it, a paragraph states: 'Gratuite et sécurisée, téléchargez Lyf Pay pour simplifier vos paiements en magasin, en festival, entre amis ...'. At the bottom, there are two buttons for downloading the app: 'Téléchargez dans l'App Store' and 'DISPONIBLE SUR Google Play'. A play button icon and the text 'Voir la vidéo' are also present.

lyf pay Utilisateurs Professionnels + Développeurs Blog

Lyf Pay : Le paiement d'aujourd'hui

Gratuite et sécurisée, téléchargez Lyf Pay pour simplifier vos paiements en magasin, en festival, entre amis ...

Téléchargez dans l'App Store

DISPONIBLE SUR Google Play

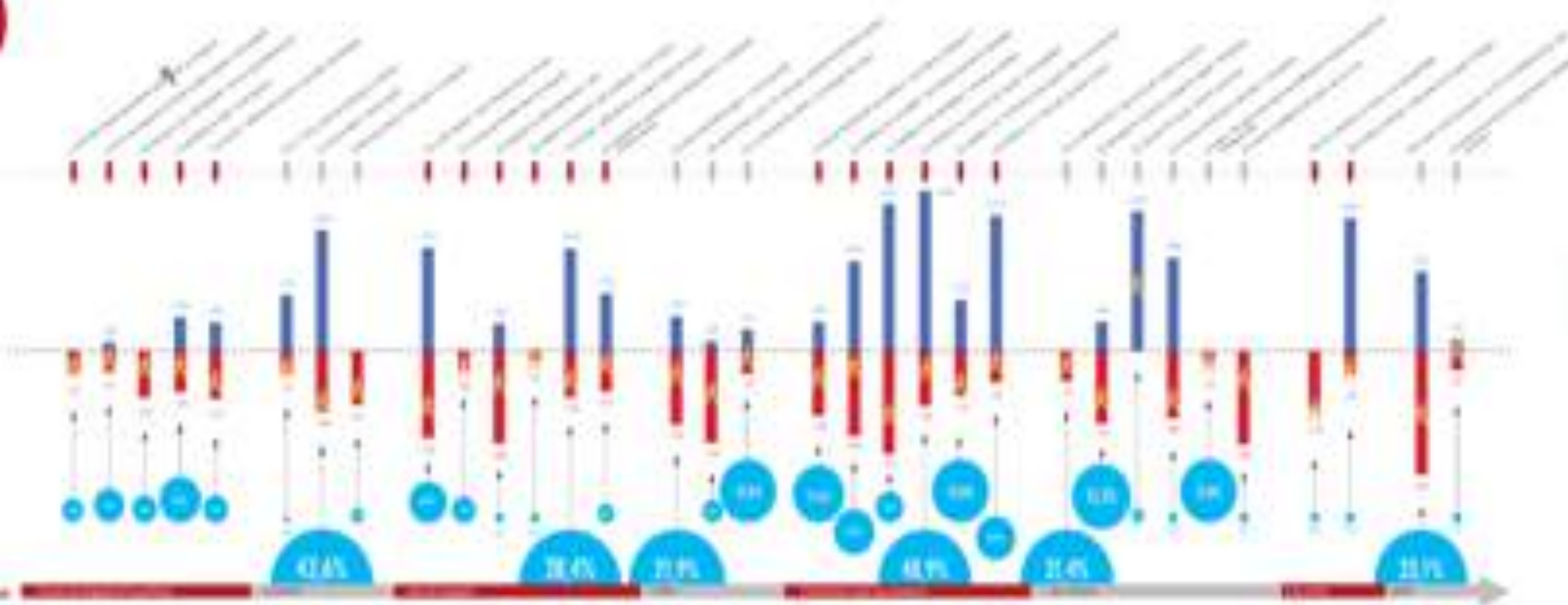
▶ Voir la vidéo

voc





TRACKER DE L'EXPÉRIENCE CLIENT





Traditional customer lifecycle

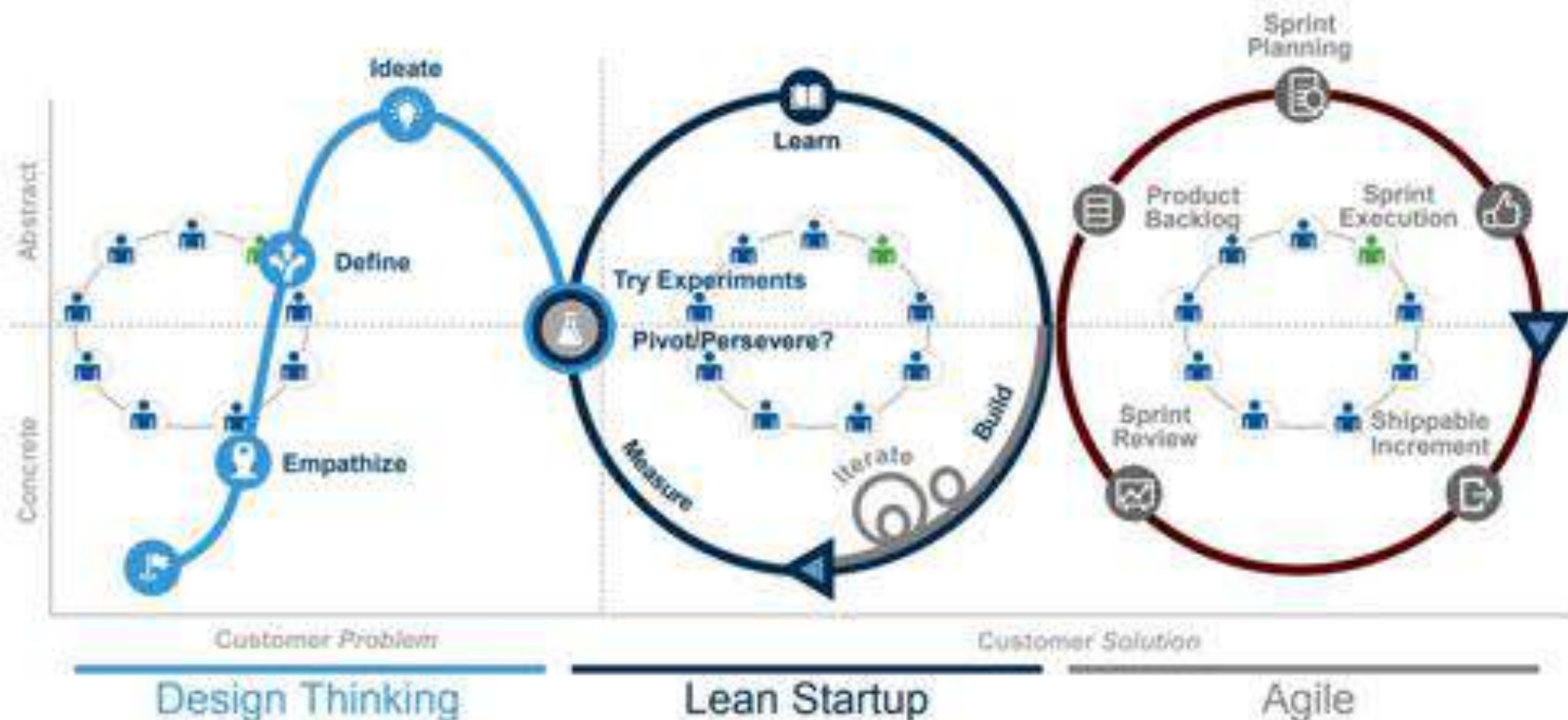


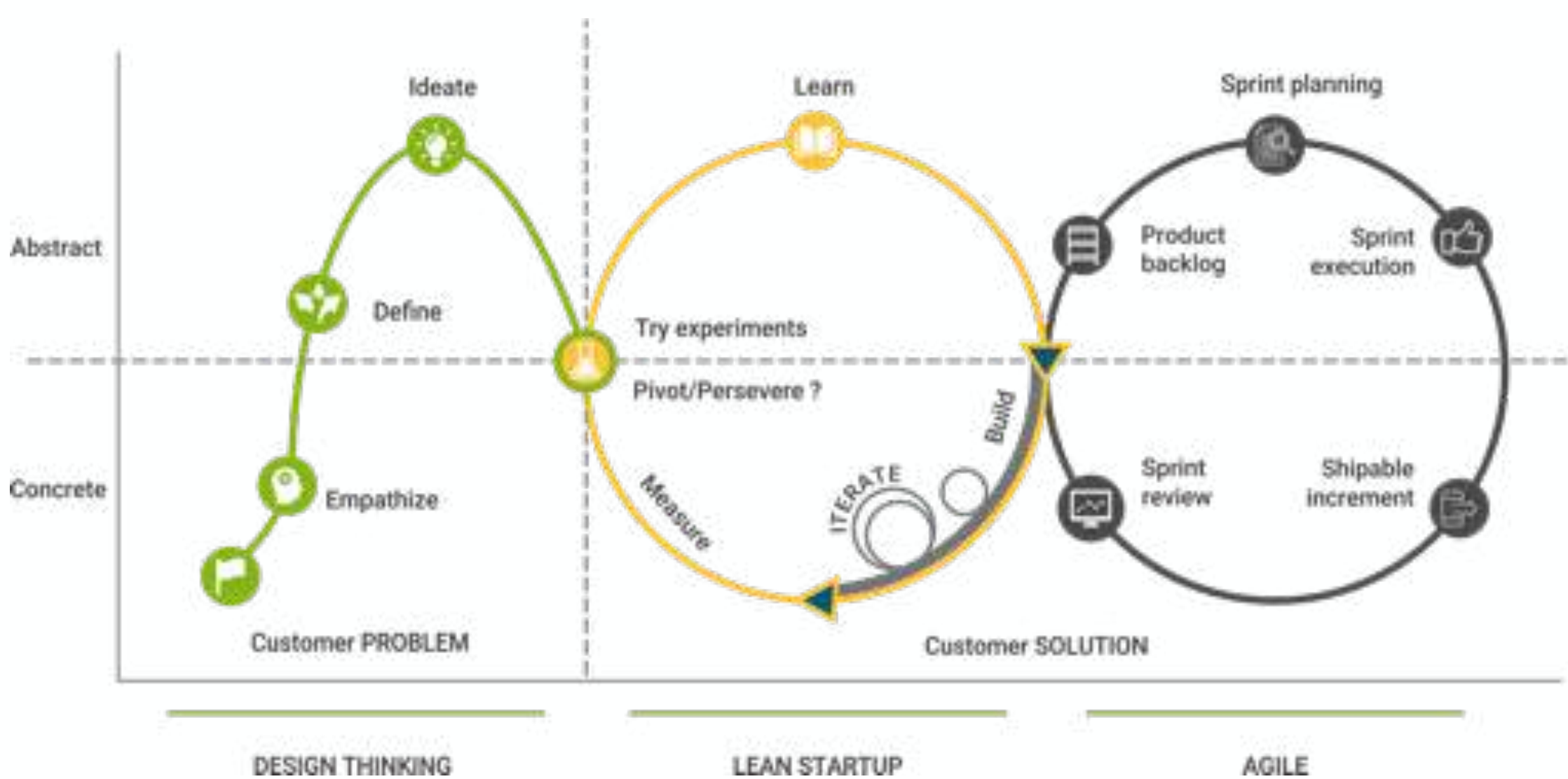
Digital customer lifecycle

CUSTOMER EXPERIENCE JOURNEY



Combine Design Thinking, Lean Startup and Agile





CUSTOMER JOURNEY ANALYTICS

Where does the customer journey end?
Depends on where it begins.



Customer Lifecycle



SA PLACE DANS LE
DIGITAL MARKETING

SEARCH

SEO



GRENOBLE
ECOLE DE
MANAGEMENT
RESEARCH & INNOVATION





www.qwant.com

SEARCH

moteur de
recherche

texte

vs.

FIND

moteur de
réponse

voix

TECH

semantic
SSL
META CODE
sitemap
EMD
RWD AMP

+

EXPÉRIENCE

SXO
speed
organisation
duplicate
Mobile
AMP
UX

SEARCH (référencement)

=

SEM

=

SEO + SEA + ASO + SMO

=>

SXO

SEARCH ON/OFF PAGE ON/OFF SITE

2018 January / February
hubert@kratiroff.com
@kratiroff







Direct

Google

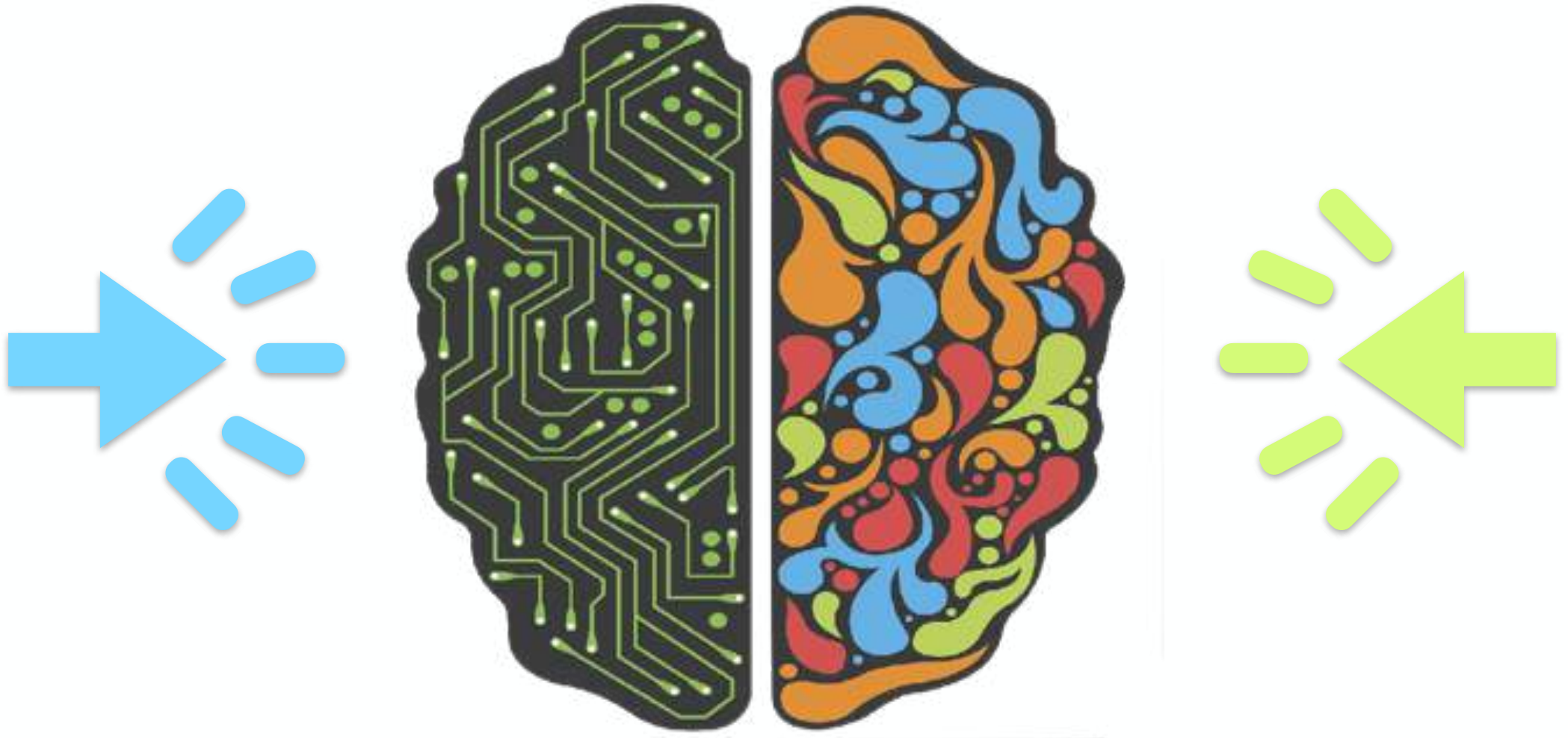
WeChat



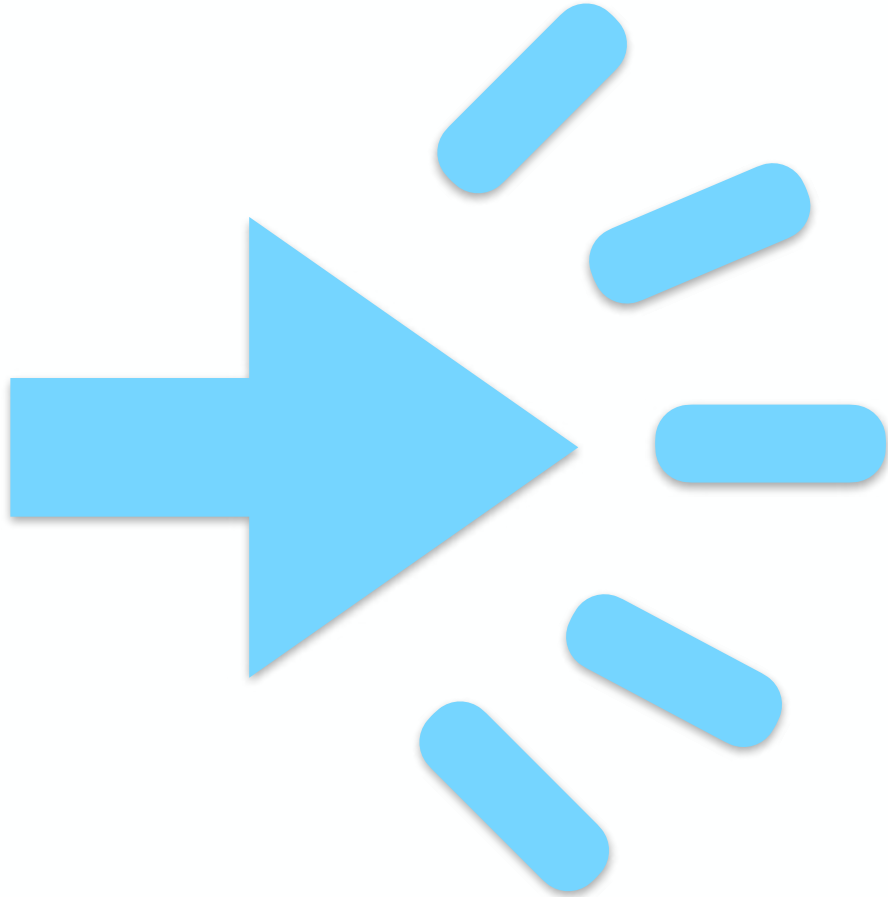


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Réflexion / Intuition



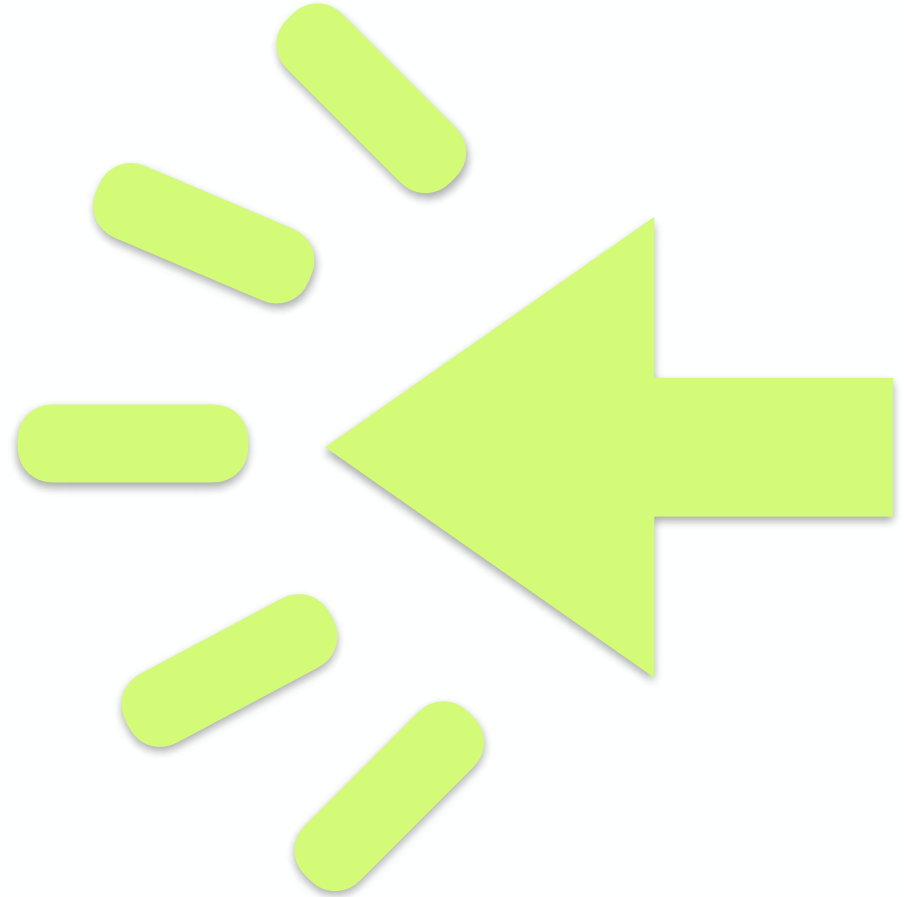
Réflexion



ZÉRO

100%

Intuition



...

**si vous ne payez rien,
c'est que**

VOUS êtes le produit