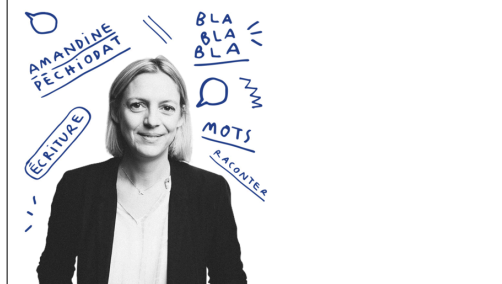
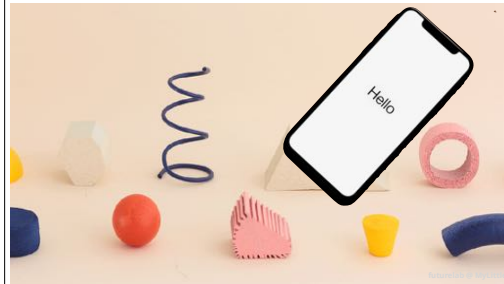
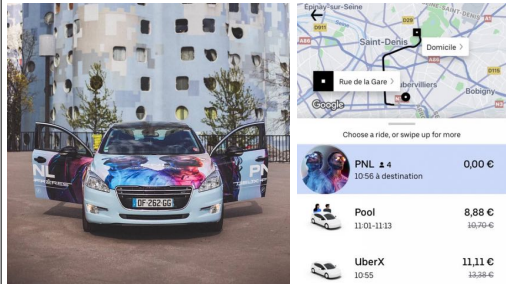
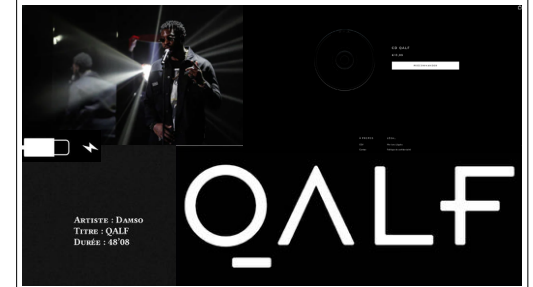
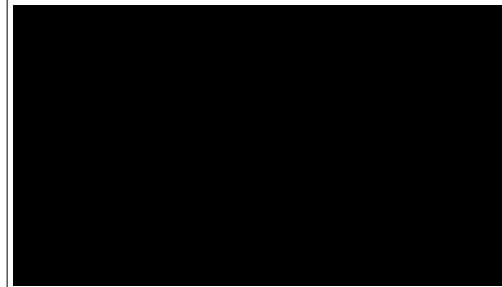


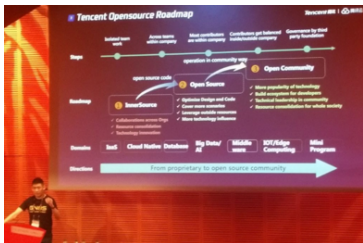
# EPO2



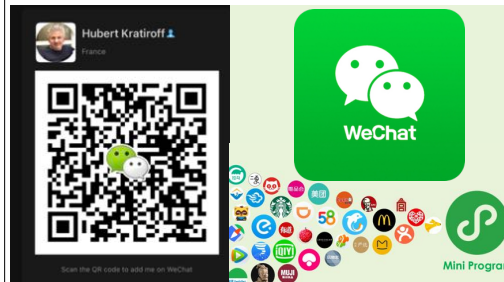
If you're not on Google,  
You don't exist



# OPEN



TenCent WeChat MiniProgram SDK opensource



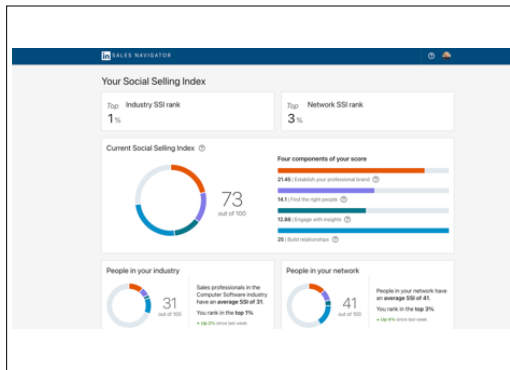
Are you looking for a full-time or part-time job in San Francisco?

Shop from these popular stores near San Francisco:

- Market Basket
- ALDI
- Costco
- CVS Pharmacy
- Walgreens
- Publix
- Publix
- Publix
- Publix
- Publix
- Publix

Why become an Instacart Shopper?

- Earn extra money shopping for others
- Work whenever it works for you



La définition du mot "Crise" en chinois

危机

DANGER OPPORTUNITÉ

Le mot CRISE est composé de deux caractères. Le premier caractère « danger » représente un homme au bord d'un précipice. Le second, souvent associé au vocabulaire des machines, signifie opportunité (chance lorsqu'il est associé à ☺).

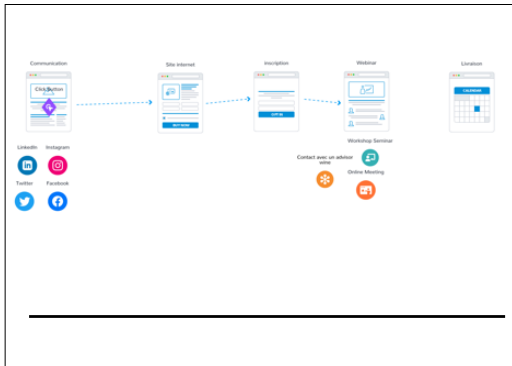
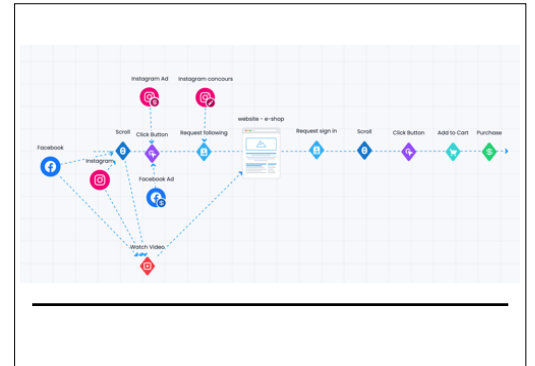
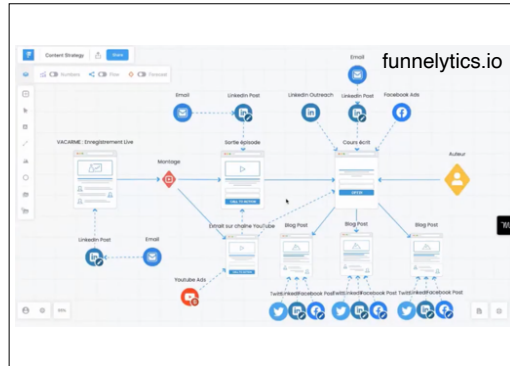
La sémantique chinoise est dans ce cas plus positive en évoquant le caractère favorable que peut représenter une crise pour une organisation.

#neWWorld

学习

En chinois, le même mot (xue) signifie à la fois copier et apprendre.

XUE



What is Product Live?

Product Live is the most complete set of solutions to manage a distributed catalog.

Cm Catalog Manager, Ps Product Sync, Gc Global Collect

PIM Product information management

PIM, pour la gestion multicanal du catalogue "products" known as PDM (Product Data Management), product MDM (Master Data Management)

Optimise your multi-channel strategy by centralising product information

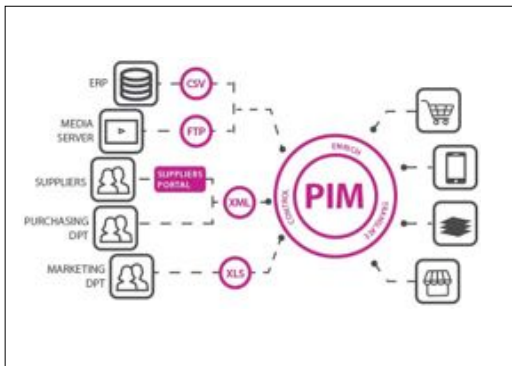
PIM features: Better data structure, Improve data quality, Manage your catalogue, Report and distribute.

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PIM, pour la gestion multicanal du catalogue "products" known as PDM (Product Data Management), product MDM (Master Data Management)

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PIM features: Better data structure, Improve data quality, Manage your catalogue, Report and distribute.



UX-CX, content, omnicanal, growth hacking, platform, ABM, copy cat, collaborative mutuelle, attribution contribution, freemium, inbound, data driven, ZMOT, SEO-A, servisation

marketing de l'offre

Offre initiale (solution)  
Problème résolu  
Persona  
Carte empathie  
Value proposition  
Offre finale  
Distribution

marketing de la demande

Persona  
Carte empathie  
Problèmes réels  
Value proposition  
Offre (solution qui résout le problème)  
Distribution



GAFA

ACTTHINK IMPACT Conforama

	2006	Brand Value 2006 \$MIL.	2017	Brand Value 2017 \$MIL.
1	Microsoft	62,039	Google	245,581
2	Coca-Cola	55,834	Apple	234,671
3	China Mobile	41,406	Microsoft	143,222
4	中国移动	39,168	amazon	139,286
5	Facebook	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	McDonald's	30,201	McDonald's	97,723

ACTTHINK IMPACT Conforama

GAFA  
NATU  
BAT

ACTTHINK IMPACT Conforama

GAFA    MSH  
Google Amazon Facebook Apple Microsoft Salesforce Huawei

NATU    BEY  
Netflix Airbnb Tesla Uber Booking Expedia Yandex

BATX    BDH  
Baidu Alibaba Tencent Xiaomi Bytedance DJI Hikvision

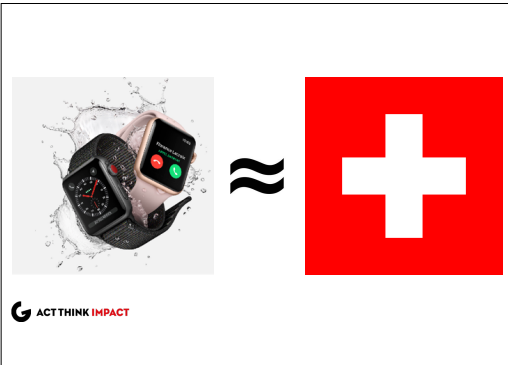
ACTTHINK IMPACT Conforama

AirBnB  
≠  
WeWork

ACTTHINK IMPACT Conforama

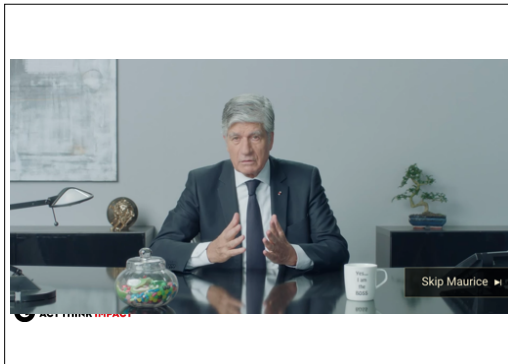
Nouveaux  
Business  
Modèles

ACTTHINK IMPACT Conforama



Ranking	Banking Group	Market Capitalisation (USD bn)
1	JP Morgan	388
2	HSBC	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 Merchants Bank	122
12	Royal Bank of Canada	114
13	Santander	100
14	BNP Paribas	90
15	Goldman Sachs	91
16	Sberbank	84
17	Unionde	50
18	Barclays	47

ACTTHINK IMPACT Conforama



DNVB = DTC

Digital Native Vertical Brand

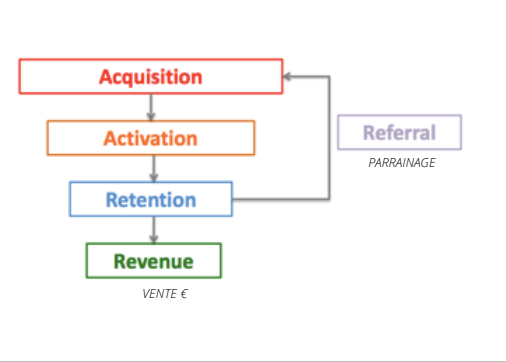
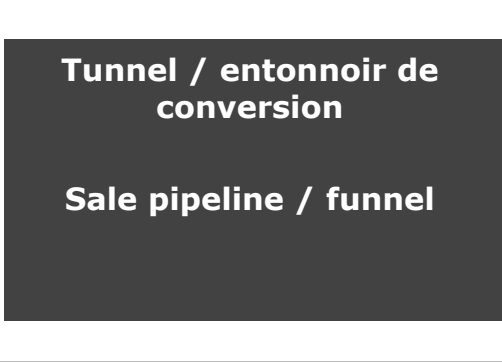
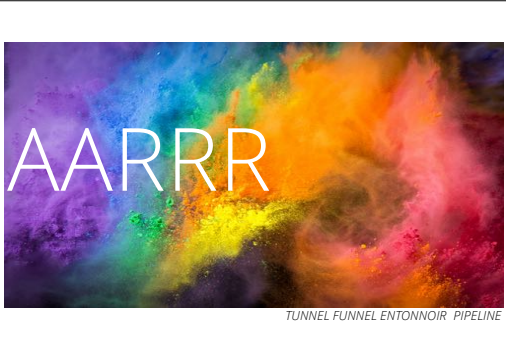
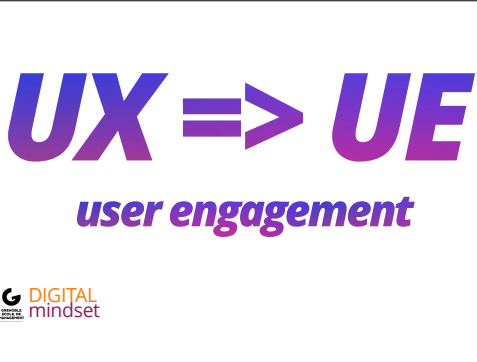
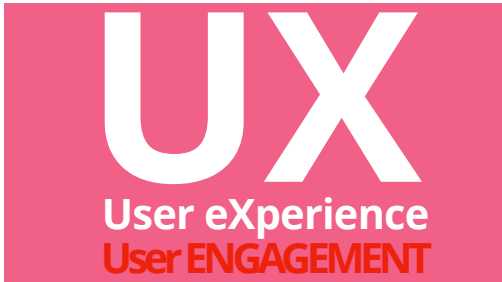
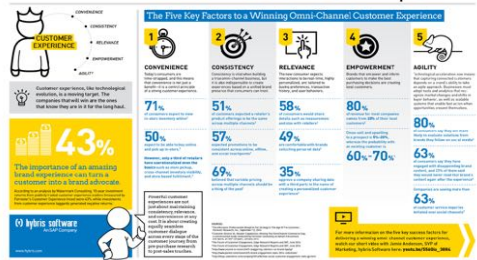
ACTTHINK IMPACT Conforama







What Defines a Good Omni-Channel Customer Experience?



**AARRR OMNICANAL PARCOURS TOUCHPOINT**

