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Mara Cassinari, Frank Pagano

Total Marketing

The business of integrating consumers, employees, and company networks

SERIES IN BUSINESS AND FINANCE

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About the authors

With over 20 years of experience in the telecom and IT industries, **Mara Cassinari** has a proven track record in designing, planning and implementing CRM strategies, automation, and AI-driven solutions. Along with her expertise in driving innovation and collaboration, she is also a Certified Integral Coach, helping individuals and organizations unlock their full potential.

Frank Pagano has 25+ years of experience in marketing and sales at a global, regional, and national level, for consumer and fashion/luxury corporations and start-ups. He is a Senior Partner for Jakala, a MarTech company, a contributor for Il Sole 24 Ore, a shareholder, and an advisor for five start-ups. He is an expert in leadership and high-tech topics, such as Web 3, blockchain, and AI.

Summary

Exponential technologies are giving superpowers to humans and data, unlocking tremendous value, with major efficiencies to be gained while running the planet. In today's digital age, to use the marketing jargon, creating connections that are seamless, efficient, and technology-driven is not just an advantage; it's a necessity for businesses of all sizes, public and private. Welcome to the world of Total Marketing, namely a comprehensive and holistic approach that brings together all stakeholders into a cohesive and interconnected ecosystem, powered by tech. A new marketing needs experiences that are heavily imbued with technology. To use Gartner's terminology, it needs a Total Experience as its foundation.

Total Marketing is created by an ever-changing layer of exponential technologies, among which AI, of course, and blockchains, and by the need for a culture change across the whole web of consumers, employees and suppliers. The truth is, we are all linked, and our goal should be to increase social capital for everyone and reach service excellence, with minimum impact on the outer community, and zero noise and negative externalities.

Total Marketing means that our input, whoever we are in the food chain, is captured via a hybrid net of phygital interfaces and devices, and processed instantly and intelligently, with the final output being the result of the perfect allocation and use of available resources, served to anyone in a fair and ultra-personalized fashion, measured exactly against their needs and desires, present and future. There will be no other way to do business in the future.



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