

# Convergence Marketing: Running With The Centaurs

by Yoram Wind; Vijay Mahajan ; Robert E. Gunther

Like the mythical centaur, they run on the fleet hooves of the new technology but still carry the same human heart. These lessons of convergence shaped the Centaur. Page 2. Myths and Realities. Page 3. The Five Cs. Of Convergence. Page 4 marketing strategy — product, price, promotion and place — continue to be important today .. Create pathways to entertainment that run from offline to TMS: Convergence Marketing: Strategies for Reaching the New . Continental Shift? An Analysis Of Convergence Trends . - CentAUR Koha online catalog › Details for: Convergence marketing : Todays consumer is a centaur: a new hybrid whos mastering the latest technologies, but is still driven by age-old human desires and motivations. Convergence marketing : running with the centaurs - ??? Convergence marketing : strategies for reaching the new hybrid consumer / . By: Wind Published: (2002); Convergence marketing : running with the centaurs / Convergence marketing running with the centaurs : Wind, Yoram . The hybrid consumer is a centaur: running with the fleet feet of the Internet yet acting with the same human heart, write marketing professors Jerry Wind and . Convergence Marketing - Pearson

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