

<b>1</b>	<b>Why the Digital Revolution Is Challenging You and Why You Have to Act Now . . . . .</b>	<b>1</b>
<b>2</b>	<b>Digital Darwinism and the Social Revolution: What Basic Needs of Man Represent the Fuel of the Revolution on the Part of the Customer? . . . . .</b>	<b>41</b>
<b>3</b>	<b>Big Data and Technology: Drivers of the Information Revolution on the Part of the Companies and Accelerators of the Era of Cooperation . . . . .</b>	<b>77</b>
<b>4</b>	<b>How the Social Revolution Is to Be Managed . . . . .</b>	<b>99</b>
<b>5</b>	<b>How Marketing Becomes the ROI Driver Within the Company . . .</b>	<b>129</b>
<b>6</b>	<b>Confidence: The Latest Currency in Marketing and Management . . . . .</b>	<b>147</b>
	<b>Mom and Pop Store 3.0 . . . . .</b>	<b>151</b>
<b>7</b>	<b>Social CRM: The New Rules of the Game in Leading Customers . . .</b>	<b>163</b>
<b>8</b>	<b>Why Marketing Is Becoming a Service . . . . .</b>	<b>193</b>
<b>9</b>	<b>The Necessity of Change Management: Why Our Traditional Communication and Organizational Structures Are Becoming Obsolete . . . . .</b>	<b>209</b>
	<b>Appendix . . . . .</b>	<b>249</b>
	<b>References . . . . .</b>	<b>251</b>