

Strategies to Reach the Changing Consumer



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Download *IESE Insight* magazine (Issue 32, Q1 2017) on customer-centric marketing.

Tech is changing how we do business. Break out of your bubble and learn to manage better in a digital age.

- **Julián Villanueva** and **Luis Ferrándiz** explain the best practices and missteps on the Stairway to Digitalization.
- **Íñigo Gallo** and **Claudia Townsend** highlight the critical differences between how material and experiential goods are evaluated and consumed.
- **Bernd Skiera** and **Daniel M. Ringel** describe how they used clickstream data to yield information on customer behavior better than traditional market research.

Elsewhere in the magazine:

- **Adrián Caldart, Alejandro Carrera** and **Magdalena Cornejo** reveal which tasks executives actually spend their time on.
- **Ian Goldin** and **Chris Kutarna** draw parallels between the past and present to suggest what business leaders can do to address the big, enduring shifts of our time.

Plus: **SEAT Chairman Luca de Meo** discusses innovation and the future of mobility. Executives weigh up a business proposition for the legendary **Abbey Road Studios**. And **Joaquim Vilà** derives lessons for innovation from professional illusionist **José-María de la Torre**.

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