



Molecular Marketing: Market Leadership Creative Modeling

Iveta Merlinova

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Molecular Marketing is an integrated and innovative approach regarding the market-leadership creative modeling, based on the ten basic principles of thinking and execution: vision-driven and value-based, human-oriented, resilient, systemic, creative, sustainable, leading and aligned, collaborative, model-based, and measurable. Marketing Molecules are systems that define a higher level of competition and/or innovation than its elements do. The architecture of the book reflects three main areas of concern within today's marketing innovation: on the first level, the innovation of marketing elements/drivers structured in the Molecular Marketing Table of Elements; on the second level, innovation in marketing processes; and, on the highest level, innovation in marketing models. The book is written using, in parallel, verbal and visual language, and the whole content is structured through complementary twin pages, with the text and graphic parts side by side. The two languages are essential for the understanding and deployment of the Molecular Marketing business frameworks. This book is intended as an innovative methodological support for creative marketing professionals who seek new marketing drivers and reference models.

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