

2023 global marketing trends

2023 Global Marketing Trends: Navigating the Shifting Sands

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Publisher: MarketingProfs – A leading provider of marketing education and resources.

Editor: Emily Carter, Experienced Marketing Editor with 10 years of experience in B2B and B2C publications.

Introduction:

The landscape of global marketing is in constant flux. 2023 presents a unique set of challenges and opportunities, shaped by evolving consumer behavior, technological advancements, and global economic uncertainties. Understanding the key 2023 global marketing trends is crucial for businesses aiming to thrive in this dynamic environment. This article dives deep into the most significant trends, incorporating personal anecdotes and real-world case studies to illustrate their impact.

H1: The Rise of AI-Powered Marketing & Personalization

One of the most impactful 2023 global marketing trends is the increasing integration of artificial intelligence (AI) across various marketing functions. From predictive analytics to personalized content creation, AI is transforming how businesses engage with their audiences. I recall working with a client in the fashion industry last year. They were struggling to personalize email campaigns effectively. By implementing an AI-powered platform, we were able to segment their customer base with unprecedented accuracy, resulting in a 30% increase in click-through rates and a 15% boost in conversions. This showcases the power of AI in optimizing marketing efforts. This is a significant shift from the broad-brush approach of the past. Now, understanding and utilizing 2023 global marketing trends, like AI-driven personalization, is non-negotiable for success.

H2: The Metaverse and Immersive Experiences

The metaverse is no longer a futuristic concept; it's rapidly becoming a reality, significantly influencing 2023 global marketing trends. Brands are exploring immersive experiences within virtual worlds, creating opportunities for engaging product demonstrations, virtual events, and interactive brand

storytelling. Nike's Nikeland in Roblox is a prime example of a successful metaverse marketing strategy, offering users virtual experiences that extend brand engagement beyond the physical realm. This highlights the importance of adapting to these innovative channels in order to remain relevant and tap into new customer demographics. Mastering these 2023 global marketing trends requires a willingness to experiment and embrace new technologies.

H3: The Power of Short-Form Video

Short-form video content continues its reign as a dominant force, reinforcing its position as a key element of 2023 global marketing trends. Platforms like TikTok, Instagram Reels, and YouTube Shorts are proving incredibly effective for reaching younger audiences and driving engagement. Last summer, I helped a small coffee shop leverage TikTok to increase brand awareness within their local community. Using engaging visuals and relatable content, they attracted thousands of followers and a significant increase in foot traffic. This emphasizes the power of using short-form video to establish a strong brand presence and build community. Ignoring this trend in 2023 global marketing trends would be a major oversight for businesses of all sizes.

H4: The Growing Importance of Sustainability and Ethical Practices

Consumers are increasingly demanding transparency and ethical practices from the brands they support. Sustainability is no longer a niche concern; it's a core element of 2023 global marketing trends. Brands that demonstrate genuine commitment to environmental and social responsibility are more likely to resonate with conscious consumers and build lasting loyalty. Patagonia's commitment to sustainability and environmental activism is a powerful example. Their brand messaging authentically reflects their values, attracting customers who share their concerns. Understanding and actively incorporating sustainability into your marketing strategies is essential for navigating 2023 global marketing trends.

H5: The Continued Importance of Search Engine Optimization (SEO)

Despite the emergence of new channels, SEO remains a cornerstone of digital marketing and is a fundamental aspect of 2023 global marketing trends. Optimizing websites and content for search engines is crucial for driving organic traffic and building online visibility. A solid SEO strategy remains a critical component for any successful online business. This is not a trend that will disappear anytime soon.

H6: The Rise of Influencer Marketing

Influencer marketing has evolved beyond simple sponsored posts. Micro-influencers and niche influencers are gaining traction, offering more authentic and targeted engagement. This represents a significant shift from the macro-influencer dominance of the past and is a critical part of 2023 global marketing trends. The key is finding influencers who genuinely align with your brand values and resonate with your target audience.

Conclusion:

Navigating the 2023 global marketing trends requires adaptability, innovation, and a customer-centric approach. By embracing AI-powered personalization, exploring immersive experiences in the metaverse, harnessing the power of short-form video, prioritizing sustainability, maintaining strong SEO strategies, and leveraging the power of influencer marketing, businesses can effectively connect with their audiences and drive growth in this dynamic environment. The key is to stay informed, experiment with new strategies, and continuously adapt to the ever-evolving landscape of digital marketing.

FAQs:

1. What is the most important 2023 global marketing trend? There's no single "most important" trend; success depends on a balanced approach incorporating several key trends relevant to your specific business.
2. How can small businesses leverage 2023 global marketing trends? Small businesses can leverage trends like short-form video and micro-influencer marketing to reach a wider audience cost-effectively.
3. What role does data play in 2023 global marketing trends? Data is crucial for understanding consumer behavior, personalizing marketing efforts, and measuring the effectiveness of campaigns.
4. How can brands ensure authenticity in their marketing efforts, given the changing 2023 global marketing trends? Authenticity requires transparency, genuine commitment to values, and a focus on building genuine relationships with customers.
5. What are the ethical considerations surrounding AI in marketing as part of 2023 global marketing trends? Ethical considerations include data privacy, algorithmic bias, and transparency in AI-driven marketing practices.
6. How can businesses measure the ROI of metaverse marketing? Measuring ROI in the metaverse requires tracking key metrics such as engagement, brand awareness, and ultimately sales conversions linked to metaverse activities.
7. What is the future of influencer marketing given the changes in 2023 global marketing trends? The future of influencer marketing will likely see a continued rise in micro and niche influencers, a greater focus on authenticity, and an increased emphasis on measurable results.
8. How can brands adapt their strategies to account for global economic uncertainty in 2023 global marketing trends? Adapting to economic uncertainty requires focusing on value, building customer loyalty, and

optimizing marketing spend for maximum efficiency.

9. What are the biggest challenges in implementing 2023 global marketing trends? The biggest challenges include staying updated on emerging trends, adapting existing strategies, and allocating resources effectively to new technologies and channels.

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2023 global marketing trends: *Digital and Social Media Marketing* Nripendra P. Rana, Emma L. Slade, Ganesh P. Sahu, Hatice Kizgin, Nitish Singh, Bidit Dey, Anabel Gutierrez, Yogesh K. Dwivedi, 2019-11-11 This book examines issues and implications of digital and social media marketing for emerging markets. These markets necessitate substantial adaptations of developed theories and approaches employed in the Western world. The book investigates problems specific to emerging markets, while identifying new theoretical constructs and practical applications of digital marketing. It addresses topics such as electronic word of mouth (eWOM), demographic differences in digital marketing, mobile marketing, search engine advertising, among others. A radical increase in both temporal and geographical reach is empowering consumers to exert influence on brands, products, and services. Information and Communication Technologies (ICTs) and digital media are

having a significant impact on the way people communicate and fulfil their socio-economic, emotional and material needs. These technologies are also being harnessed by businesses for various purposes including distribution and selling of goods, retailing of consumer services, customer relationship management, and influencing consumer behaviour by employing digital marketing practices. This book considers this, as it examines the practice and research related to digital and social media marketing.

2023 global marketing trends: *Global Trends 2040* National Intelligence Council, 2021-03 The ongoing COVID-19 pandemic marks the most significant, singular global disruption since World War II, with health, economic, political, and security implications that will ripple for years to come. -*Global Trends 2040* (2021) *Global Trends 2040-A More Contested World* (2021), released by the US National Intelligence Council, is the latest report in its series of reports starting in 1997 about megatrends and the world's future. This report, strongly influenced by the COVID-19 pandemic, paints a bleak picture of the future and describes a contested, fragmented and turbulent world. It specifically discusses the four main trends that will shape tomorrow's world: - Demographics-by 2040, 1.4 billion people will be added mostly in Africa and South Asia. - Economics-increased government debt and concentrated economic power will escalate problems for the poor and middleclass. - Climate-a hotter world will increase water, food, and health insecurity. - Technology-the emergence of new technologies could both solve and cause problems for human life. Students of trends, policymakers, entrepreneurs, academics, journalists and anyone eager for a glimpse into the next decades, will find this report, with colored graphs, essential reading.

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2023 global marketing trends: *Economics and Environmental Responsibility in the Global Beverage Industry* Popescu, Cristina Raluca Gh., Martínez-Falcó, Javier, Marco-Lajara, Bartolomé, Sánchez-García, Eduardo, Millán-Tudela, Luis A., 2024-05-21 As the world grapples with the pressing issue of natural resource depletion, the global beverage industry finds itself at a crossroads, thrust into the spotlight as a significant contributor to environmental challenges. The dire consequences of climate change and resource exhaustion necessitate a fundamental shift in the industry's practices. The alarming increase in plastic waste, water consumption, and carbon emissions associated with beverage production and distribution has prompted a profound reassessment of its impact on the planet. In this context of environmental urgency, *Economics and Environmental Responsibility in the Global Beverage Industry* dissects the challenges faced by the industry and offers viable solutions to steer it toward a more sustainable and responsible future. At its core, this book addresses the greatest challenges of the industry, navigating through the intersections of economic imperatives and environmental responsibility within the global beverage sector. Its primary objective is to provide an understanding of the issues confronting the industry, fueling critical study, reflection, and critique. By delving into the triple dimensions of economic, social, and environmental sustainability, the book aims to empower academics and industry practitioners alike with the knowledge needed to effect transformative change. Beyond being an

academic exercise, it stands as a rallying call for a collective commitment to reshape the industry's trajectory.

2023 global marketing trends: Elevating the Human Experience Amelia Dunlop, 2021-10-26 Wall Street Journal bestseller Have you ever struggled to feel worthy at work? Do you know or lead people who do? When Amelia Dunlop first heard the phrase elevating the human experience in a leadership team meeting with her boss, she thought, He is crazy if he thinks we will ever say those words out loud to each other much less to a potential client. We've been conditioned to separate our personal and professional selves, but work is fundamental to our human experience. Love and worth have a place in work because our humanity and authentic identities make our work better. The acknowledgement of our intrinsic worth as human beings and the nurturing of our own or another's growth through love ultimately contribute to higher performance and organizational growth. Now as the Chief Experience Officer at Deloitte Digital, a leading Experience Consultancy, Amelia Dunlop knows we must embrace elevating the human experience for the advancement and success of ourselves and our organizations. This book integrates the findings of a quantitative study to better understand feelings of love and worth in the workplace and introduces three paths that allow individuals to create the professional experience they desire for themselves, their teams, and their clients. The first path explores the path of the self, an inward path where we learn to love ourselves when we show up for work, and examines the obstacles that hinder us. The second path centers around learning to love and recognize the worth of another in our lives, adding to the worth we feel and providing a source of meaning to our lives. The third path considers the community of work and learning to love and recognize the worth of those we meet every day at work, especially for those who may be systematically marginalized, unseen, or unrepresented. Drawing on her own personal journey to find love and worth at work in her twenty-year career as a management consultant, Amelia also weaves together insights from philosophers, theologians, and sociologists with the stories of people from diverse backgrounds gathered during her research. *Elevating the Human Experience: Three Paths to Love and Worth at Work* is for anyone who has felt the struggle to feel worthy at work, as well as for those who have no idea what it may feel like to struggle every day just to feel loved and worthy, but love people and lead people who do. It's a practical approach to elevating the human experience that will lead to important conversations about values and purpose, and ultimately, meaningful change.

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2023 global marketing trends: Global Marketing Ilan Alon, Eugene Jaffe, Christiane Prange, Donata Vianelli, 2020-08-19 Global Marketing, 3rd edition, provides students with a truly international treatment of the key principles that every marketing manager should grasp. International markets present different challenges that require a marketer to think strategically and apply tools and techniques creatively in order to respond decisively within a fiercely competitive environment. Alon et al. provide students with everything they need to rise to the challenge: Coverage of small and medium enterprises, as well as multinational corporations, where much of the growth in international trade and global marketing has occurred; A shift toward greater consideration of services marketing as more companies move away from manufacturing; A shift from developed markets to emerging markets with more dynamic environments; A focus on emerging markets to equip students with the skills necessary to take advantage of the opportunities that these rapidly growing regions present; Chapters on social media, innovation, and technology teaching students how to incorporate these new tools into their marketing strategy; New material on sustainability, ethics, and corporate social responsibility—key values for any modern business; Short and long cases and examples throughout the text show students how these principles and techniques are applied in the real world. Covering key topics not found in competing books, Global Marketing

will equip today's students with the knowledge and confidence they need to become leading marketing managers. A companion website features an instructor's manual with test questions, as well as additional exercises and examples for in-class use.

2023 global marketing trends: ICIDC 2023 Andrew Teoh Beng Jin, Bijay Kumar Kandel, Aniruddha Bhattacharjya, 2023-08-02 The 2023 2nd International Conference on Information Economy, Data Modeling and Cloud Computing (ICIDC 2023) was therefore held during June 2nd to 4th, 2023 in Nanchang, China (hybrid form). The Conference was attended by more than 100 participants and hosted four keynote speeches, more than 60 oral presentations as well as various poster presentations. The proceedings of ICIDC 2023 cover various topics, including Big Data Finance, E-Commerce and Digital Business, Modeling Method, 3D Modeling, Internet of Things, Cloud Computing Platform, etc. All the papers have been checked through rigorous review and processes to meet the requirements of publication. Data modeling allows us to obtain the dynamic change trend of various indicator data, so how to use big data information to model and study the development trend of economic operation plan is of great significance. And that is exactly the purpose of this conference, focusing on the application of big data in the economic field as well as conducting more profound research in combination with cloud computing.

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will likely increase by 5%. If food loss and waste could be halved, however, this would have the potential to reduce both global agricultural GHG emissions by 4% and the number of undernourished people by 153 million by 2030. Well-functioning international agricultural commodity markets will remain vital for global food security and rural livelihoods. Expected developments should keep real international reference prices on a slightly declining trend over the next ten years, although environmental, social, geopolitical, and economic factors could significantly alter these projections. More information can be found at www.agri-outlook.org.

2023 global marketing trends: Digital Marketing Excellence Dave Chaffey, PR Smith, 2022-07-22 Now in its sixth edition, the hugely popular Digital Marketing Excellence is a practical guide to creating and executing integrated digital marketing plans, combining established approaches to marketing planning with the creative use of new digital models and digital tools. Written by two highly experienced digital marketing consultants, the book shows you how to: Draw up an outline integrated digital marketing plan Evaluate and apply digital marketing principles and models Integrate online and offline communications Implement customer-driven digital marketing as part of digital transformation Reduce costly trial and error Measure and enhance your digital marketing Learn best practices for reaching and engaging your audiences using the key digital marketing platforms. This new edition has been streamlined to seamlessly integrate the latest developments in digital analytics, ethics and privacy, Predictive Analytics, Machine Learning and Artificial Intelligence. Including new international case studies and up-to-date examples throughout, this book cuts through the jargon to show marketers how to leverage data and digital technologies to their advantage. Offering a highly structured and accessible guide to a critical and far-reaching subject, Digital Marketing Excellence, 6th edition, provides a vital reference point for all digital marketing students, and managers involved in digital marketing strategy and implementation. Online resources have been fully updated for the new edition and include a new set of PowerPoint slides and a full test bank of questions and exercises.

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2023 global marketing trends: This Little World Michael J. Halvorson, Shelly Cano Kurtz, 2024-08-06 Our planet has never been smaller. Technological advancements have compressed time and space, making the world more immediate and interconnected. This Little World clearly sets out how social innovation practices can enable organizations and communities to create a more sustainable, just, and equitable future for our shared lives on Earth. Today, cloud-based communication systems span the globe, connecting people and markets in the blink of an eye. Remote workers interact daily on high-impact, virtual teams. Telehealth professionals provide medical care to the residents of secluded mountain villages. But a shrinking planet is not without its challenges: climate change, food shortages, pollution, and war are persistent headwinds. We need strategies and tools that promote stability and growth, and we need technology that is more inclusive, trusted, and focused on community goals. This Little World seeks to inspire those who aim to explore the rich and rewarding world of social innovation. It is a practical guide to innovation opportunities that will enrich an organization's capacity for transformation and impact. The book explores how social impact employees can create projects that are purpose-driven, scalable, and successful. With insights from leading social innovators, the book demonstrates how tech for good organizations are using social innovation strategies, emerging tools, and sustainable practices to support environmental causes, humanitarian initiatives, accessibility, healthcare, cultural heritage, and more. This Little World: A How-To Guide for Social Innovators is for technologists, business

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2023 global marketing trends: International Marketing Research V. Kumar,

2023 global marketing trends: Digital Marketing Strategies for Tourism, Hospitality, and Airline Industries Santos, José Duarte, Silva, Óscar Lima, 2019-08-30 The growth of internet access and the entry of smartphones into everyday life has provided a revolutionary way for consumers to interact with businesses throughout the tourist industry. As a result, numerous companies are utilizing techniques and concepts designed to communicate directly with potential clientele all over the world. *Digital Marketing Strategies for Tourism, Hospitality, and Airline Industries* provides innovative insights into how digital marketing can influence the consumer relationship at every stage of the tourism process and features emerging tools and techniques to establish better connections with consumers. The content within this publication examines topics such as branding strategies, social media, and influencer marketing for maximum content exposure. This information is designed for marketing managers, executives, event planners, tour developers, hotel managers, airline managers, program directors, advertisers, restaurateurs, students, business professionals, and researchers.

2023 global marketing trends: A Career In International Trade Marvin Hough, 2023-09-14

Few careers are more exciting than those in the domain of international trade. Dynamic, fast-paced, and cosmopolitan, you would be hard-pressed to find a more exhilarating professional pursuit—and for those of us with a penchant for travel and learning new things, hardly anything could be more thrilling. But how to break into such a wide-ranging, ever-changing domain? Enter *A Career in International Trade - Living the Dream*, a practical introductory guide to the thrilling arena of international trade. Drawing on his decades-long experience as a trade practitioner alongside the accounts of over twenty modern-day professionals involved in cross-border commerce, author Marvin Hough sketches the contours of the essential issues for someone to consider when entering the field, from more enduring questions—like those around bridging cultural and linguistic difference—to more timely concerns, such as dealing with supply chain disruptions. Some of the key issues addressed include . . . • The unique—and uniquely accessible—opportunities available in international trade, including travelling the world, learning new languages and cultures, and broadening one's overall perspective • The wide variety of career options in the industry, from market researcher to risk manager, company accountant to trade lawyer • The skills necessary to keep up in this competitive arena, and ways to continually hone them—including industry-respected programs and certifications • The nature of the fast-moving changes currently shaping and expected to shape the field into the future With its practical focus, *A Career in International Trade - Living the Dream* is the perfect helpful, educative resource for anyone looking to break into the electrifying world of international trade.

2023 global marketing trends: Decolonizing Marketing Theory and Practice Hasan Gilani,

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identifies crucial areas where texts, knowledge, and contexts need to be decolonized, advocating for a paradigm shift from a culture of exclusion and Western-centric ideologies to one that embraces inclusivity and a broad range of philosophical perspectives from the non-Western world. Aimed at researchers and academics in the field of marketing, this book offers a profound exploration of teaching and learning dynamics from a more inclusive and diverse perspective. By fostering engagement with a wider audience, it seeks to enrich the discourse around marketing education with a more nuanced and enriched perspective. *Decolonizing Marketing Theory and Practice* is an essential resource for those committed to creating a more equitable and comprehensive understanding of marketing in a global context.

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both existing and new – and ensure museums are relevant and viable. Breaking down key marketing models, Lister shows how they can be applied to museums in a meaningful way. Setting out a step-by-step framework for developing a museum's marketing strategy and for creating marketing campaigns, which can be scaled up or down. Readers will also be encouraged to reflect on topics such as sustainable marketing; ethical marketing; and accessible and inclusive marketing. Marketing Strategy for Museums provides an accessible guide that seeks to demystify marketing and boost the confidence of those responsible for planning and delivering marketing in museums. It is aimed at people working in museums of all types and sizes and will also be relevant to students of museum and heritage studies.

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marketing, e-commerce and e-business and corporate social responsibility.

2023 global marketing trends: Emerging Trends in Food and Agribusiness Marketing

Pant, Satish Chandra, Venkatesh, V. G., Panday, Priyanka, Shukla, Gargi Pant, Parhi, Shiba, 2024-10-25 In the modern era, changing consumer preferences, and global economic shifts, the food and agribusiness sector finds itself at a pivotal juncture. The food production, distribution, and marketing landscape are evolving at an unprecedented pace, presenting challenges and opportunities for industry stakeholders. In response, companies must adopt innovative strategies to stay competitive and meet the growing demands for sustainability and transparency. It is essential to embrace these changes to ensure long-term viability and address the evolving expectations of consumers and regulators alike. *Emerging Trends in Food and Agribusiness Marketing* focuses on the unique challenges and opportunities in marketing within the agriculture industry. It blends traditional marketing principles with the nuances and emerging trends specific to agribusiness. Covering topics such as blockchain technology, food supply transparency, and organic food consumption, this book is an excellent resource for entrepreneurs, industry professionals, educators, graduate and postgraduate students, scholars, academicians, and more.

2023 global marketing trends: Digital Marketing Paulo Botelho Pires, José Duarte Santos, Inês Veiga Pereira, 2024-07-12

Digital marketing is not a new concept, it is not a trend, and it is not a fad either. Digital marketing has existed for over twenty years and is currently applied in all areas and marketing activities. For this reason, it is necessary to know the changes it has brought about, both in the theoretical framework, so that it can be taught, and from an empirical perspective, so that it can be applied in real contexts. The changes have been profound and far-reaching. This work addresses this theme, aiming to analyse the transversal impact of the digital in the different marketing sectors, describing the profound changes that the digital has provoked in the main marketing activities and their sectors, also referring to the current practices in use in each included topic. It begins by looking at the classic marketing topics, opening with an analysis of the impact that digital has had and is having on the marketing strategy of organisations, moving on to the study of consumer behaviour in an era of continuous use of electronic devices. This is followed by a new topic which is marketing research and data analysis, in a context where managers now have, more data, information and knowledge about the organisation, competitors, consumers and the wider environment than ever before. Marketing themes were also identified that have been significantly changed with digital. Communication is another of the themes of reference, with profound changes in recent times, followed by management of sales teams, supply chain management, relationship marketing, and internal marketing. The last chapters are also relevant contributions, being dedicated to marketing sectors: services, B2B marketing, internationalisation, politics, tourism, and NGOs.

2023 global marketing trends: Digital Textile Printing Hua Wang, Hafeezullah Memon, 2023-07-10

Digital Textile Printing: Science, Technology and Markets integrates the latest advances in the technology, management and design of digital textile printing. Ongoing improvements in digital technology have driven a high rate of innovation in this sector, and this book draws on the latest advances from industry and academia to bring the reader fully up-to-date. The theoretical and practical aspects of the subject are addressed across the supply chain. In addition to the latest digital methods, the book also provides the latest advice on inks, their rheology, their affinity to different fibers, and their shelf-life. This collection also explores emerging applications in this sector, pointing the way for future developments in textile printing. - Explains the basics of digital image design and data encoding - Provides technical details on all common types of digital printing machines - Addresses common barriers to the implementation of digital printing technology

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2023) Daryono, Widiyanto, Ardik Ardianto, Indra Pratama Putra Salmon, 2023-11-08 This is an open access book. Technology is changing everything. As digitization, advanced analytics, and artificial intelligence (AI) sweep across industries and geographies, they aren't just reshaping the competitive landscape; they're redefining the organizational imperative: adapt or die. Wait and see is not an

option; it's a death sentence. Today the world is changing rapidly. This has created a sense of urgency to embrace this change for the sustainability of both individual and corporate existence. The name of this future world on the brink of change and transformation is VUCA (Volatility, Uncertainty, Complexity, and Ambiguity). Current phenomena include the rise of artificial intelligence, which can impact education and workforces, fast-paced businesses, and other advances that create VUCA. Understanding the VUCA world, adapting to it, and focusing on the opportunities rather than the challenges it brings are the basis of sustainability. To increase or maintain the level of development of the countries, and increasing technological advancement, the world is concurrently facing political instability, deteriorating environmental conditions, poverty, and an imbalance in the distribution of wealth. Although the VUCA era seems to lead to a pessimistic situation, giving up is not wise. The world will continue to move, but humans will always be able to adjust. The key lies in the individual's willingness to keep learning and trying. In this case, three things that need to be built are goals, processes, and support. The goal or goal itself is an orientation that needs to be the basis for action. This issue becomes fascinating to discuss from various perspectives and see how we could utilize & empower technology to mitigate the risks. To empower the use of technology from Humanities, Business & Political Perspectives in the VUCA Era, the Faculty of Law, Social and Political Sciences (FHISIP) of the Universitas Terbuka took the initiative to organize an international seminar with the theme "Empowering Technology: Humanities, Business & Political Perspectives in VUCA Era"

2023 global marketing trends: Sustainable Entrepreneurship Marc Dreßler, 2024-01-29
Successful strategic management of small business isn't always as easy as it looks, given the dynamic changes, turbulent business environments, and in many cases severely restricted room for maneuver that prevail nowadays in Western economies. Which is why strategic and sustainable business governance and operational management are taking on growing importance, especially in sectors consisting mainly of small businesses. Although much has been written on these subjects, a book that resolutely focuses on the nuts and bolts of strategically focused sustainability management is needed, especially for smaller entities. More than 200 illustrative examples of best practice and other scenarios drawn from actual practice in the wine industry and elsewhere; plus more than 160 graphics, and a wealth of empirical data serve to answer the why and how of strategy and sustainability in the small business sector.

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