EXECUTIVE SUMMARY

A new wave of convergence is emerging that will radically transform marketing methodologies as well as other components of business operations and management. The converging dimensions include social media and networking, mobile devices and platforms, cloud computing, and so-called “Big Data” analytical environments. This paper reviews the technologies behind the emerging transformations and presents an organizing model for the key enabling technologies, services and applications. The model serves to elucidate the modalities that these technologies will foster. Strategic considerations and guiding principles are presented for companies to leverage these developments to enhance their competitive position in the 21st century “marketspace.”

Keywords: Social media and networking, Cloud computing, “Big Data” analytics, mobile devices and platforms, Marketing