



Bachelor Digital Business & Development
Communication et publicité digitale avancée



MKTG

ALL YOU NEED IS
DIGITAL IMC*





- 1 INTRO - CO2 (commun)
- 2 Digital IMC
- 3 Search Web + IA
- 4 IA & Tech
- 5 Social Media
- 6 Influence Marketing
- 7 Content marketing
- 8 ADTech & Innovation
- 9 IA-Chatbot -Mail-WhatsApp
- 10 Plan digital (commun)



- 1 Retail Marketing (UX-CO2)
- 2 New Economy
- 3 Stratégie - Secret Sauce
- 4 Funnel
- 5 Social commerce
- 6 Plateforme
- 7 Retail Media
- 8 U-commerce
- 9 GA4 - Data Driven Retail
- 10 Plan digital (commun)

**PREVIOUSLY
in 180 sec**



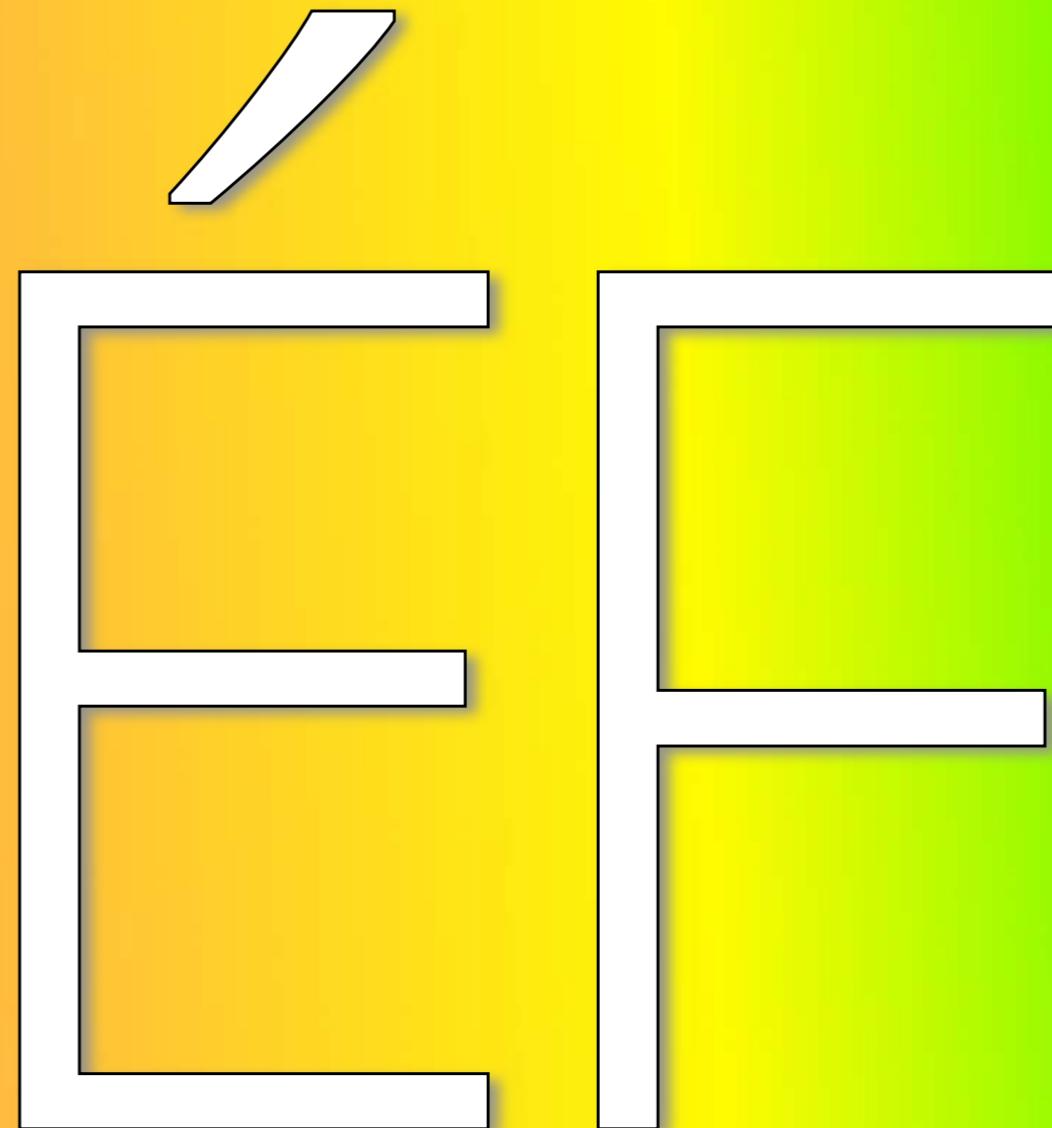
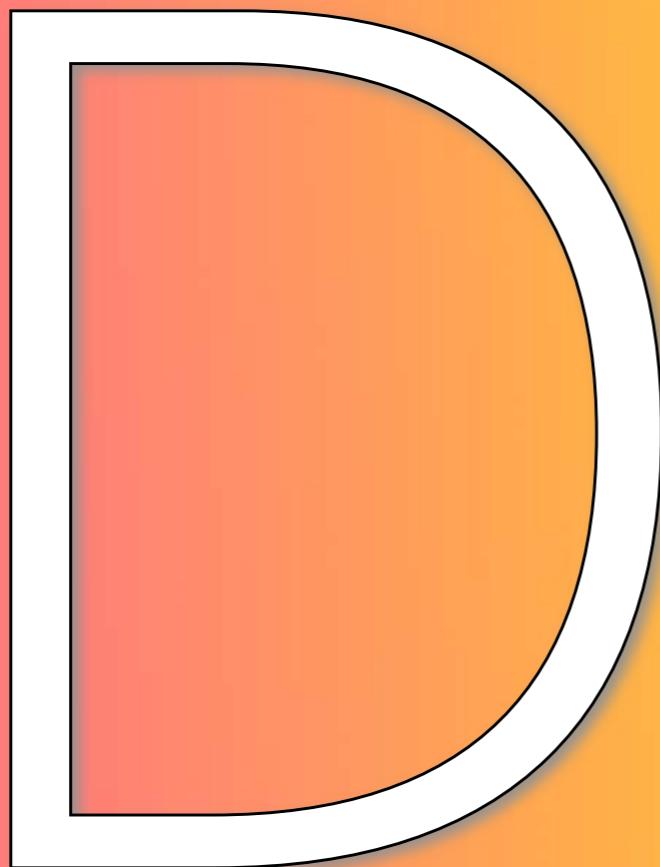


EPO2
IMC
DIGITAL





M A R K E T I N G



marketing digital
utilisation des écrans (web, mobile, réseaux, metavers) et des data pour apporter personnalisation et satisfaction aux utilisateurs et clients

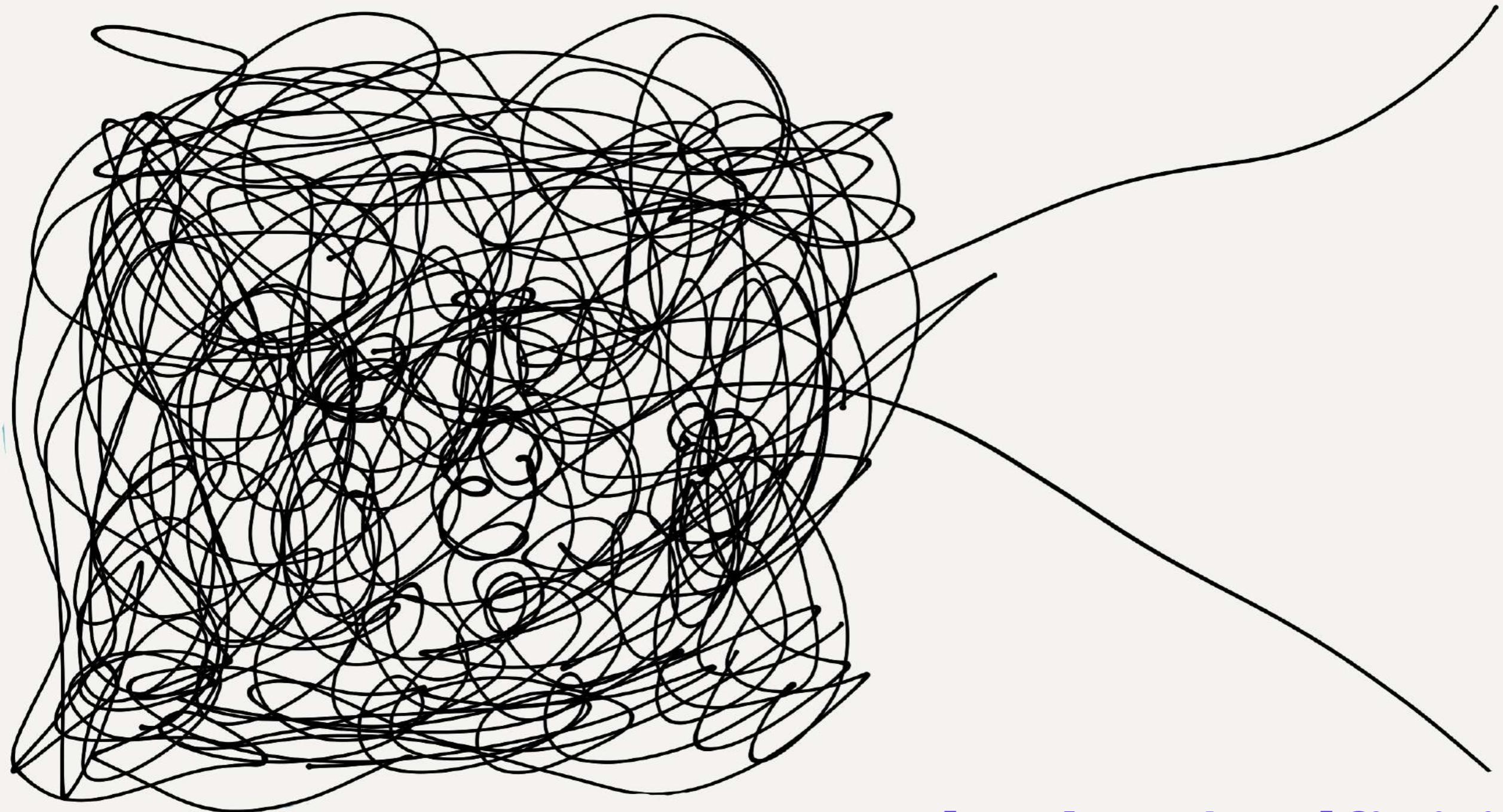
“ utilisation des écrans
(web, mobile, réseaux, metavers)
et des data
pour apporter plus de
personalisation et de satisfaction
aux utilisateurs et clients ”

hubertkratiroff



A photograph of three classical columns, likely Corinthian, standing against a clear blue sky. The columns are light-colored and have distinct fluting. They are positioned at different heights and angles, creating a sense of depth. The lighting suggests a bright day.

**3 PIERS DU
DIGITAL**

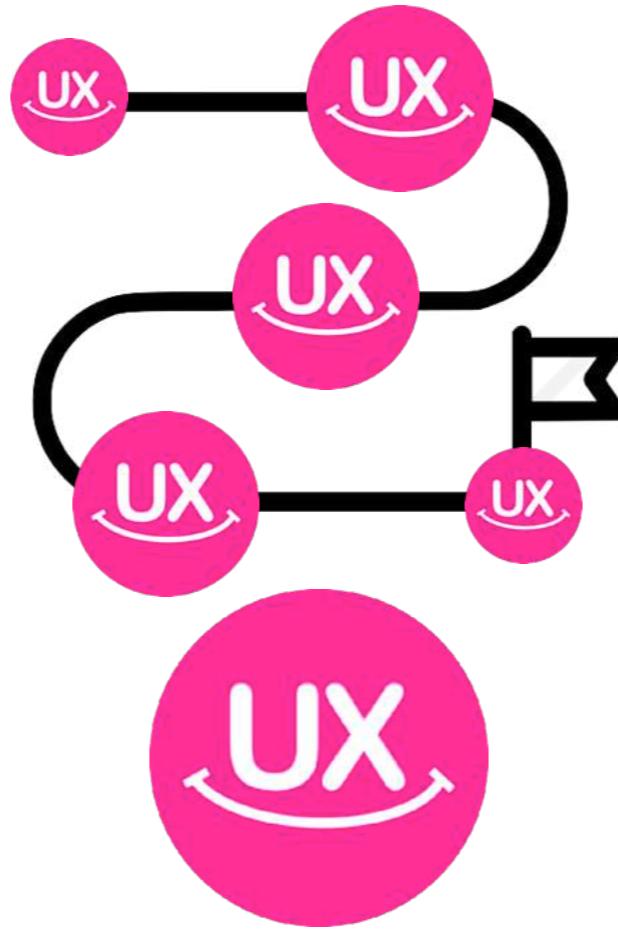


Décodage | Définitions

1



2



3

0110
1001
1010

1



user

2



parcours

3



data



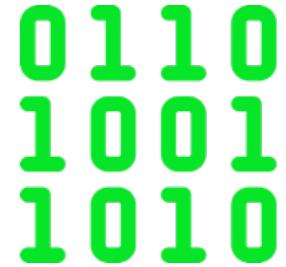
1 customer obsession

persona
user centric
attention de l'utilisateur
besoin utilisateur
pain point / problème
collaborateur/manager/équipe
cible / segment
GEN BXYZα
proposition de valeur
offre : value prop
cas d'usage



2 parcours / UX

Journey / Parcours
Attention
Point de contact
Touchpoint
publicité / SAV
téléphone
conversation
sans couture
sans défaut
sans friction
différentiation
pain killer / candy / vitamine



3 DATA

IOT
Connexion 4G
WiFi / BLE
capteur
tacking, tracing
IOB
NPS / MCA
IA / ML
DataLake
5V
Mesure de l'attention

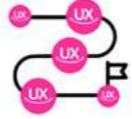
1



Le WEB sans cookie, nous oblige à reconnaître nos utilisateurs... ou à les perdre
TRANSPARENCE

Digital = Data

2



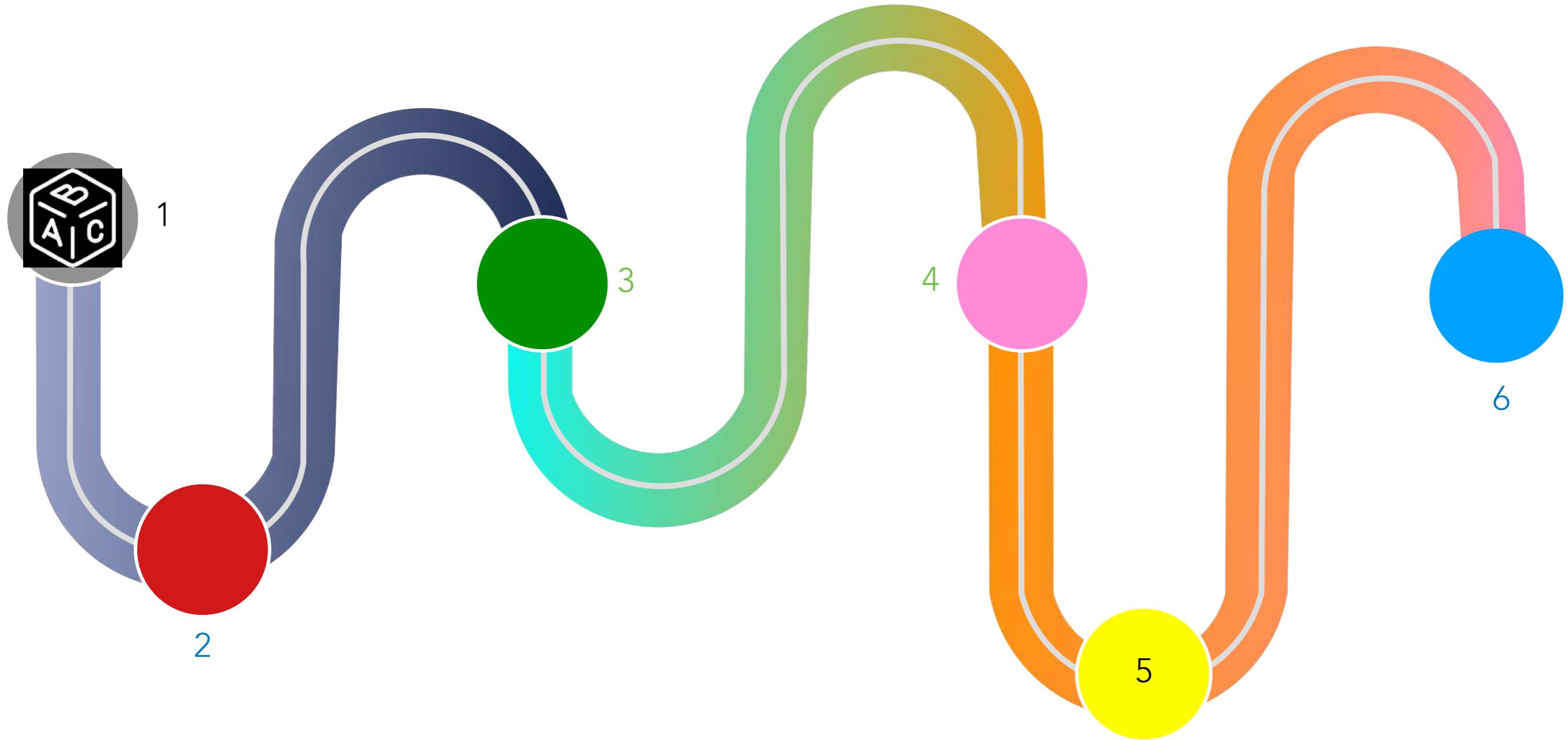
De plus en plus de données et de plus rapide.

Digital Accélération

3



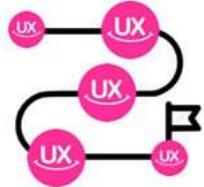
Parcours Client / customer journey



1



2



3

0110
1001
1010

Un utilisateur a des attentes (client b2b, b2c, interne, business partner, stakeholder, shareholder)

lorsqu'il rencontre la marque dans un parcours enchanté (points de contact, touchpoints, pas de friction, pas de couture, pas de défaut, fluide, simple, frictionless, steamless, flawless)

il laisse des traces de son passage sous forme de données (connexion, tracking, tracing...)

~~TIME~~
~~MONEY~~

“ATTENTION
=
MONEY”

“ Il n'y a pas de digital,
il n'y a que des
preuves de digital ”



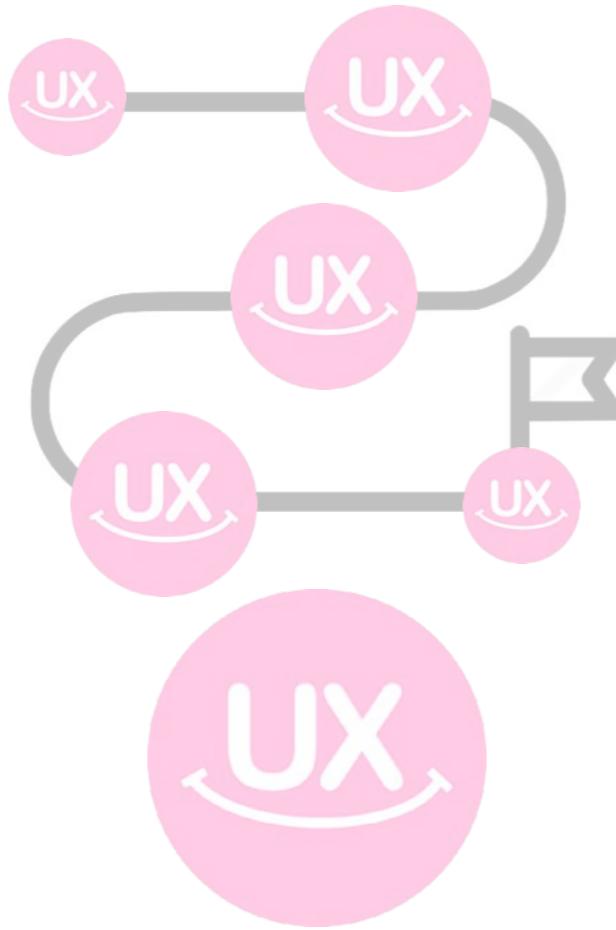
HK

Pierre Reverdy (1889-1960)

1



2



3

0110
1001
1010



this
person
doesn't
exist
.com

Surnom
Age
Vit à
Vit avec
Enfant
JOB
Education
CV
Passionné par

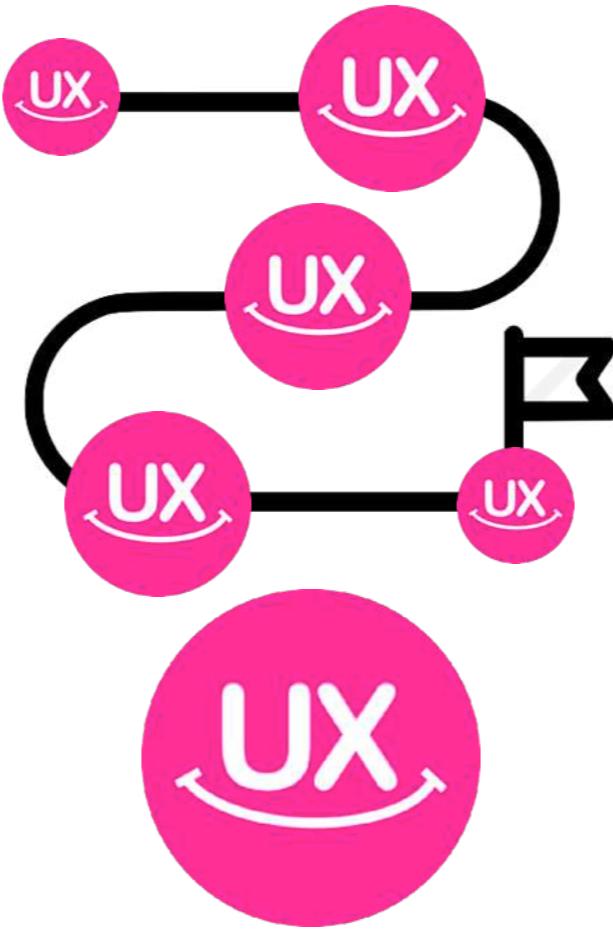
Problèmes / Besoins / Attentes / Frustrations /
Insatisfactions / Pain points / EPIC / USER STORY
Quel est le problème ?
Quelle est la frustration ?
Quels sont les besoins et attentes ?
Pourquoi n'est-il/elle pas satisfait des solutions
existantes ?
...
...
Empathie map si besoin pour mieux comprendre le
persona



1

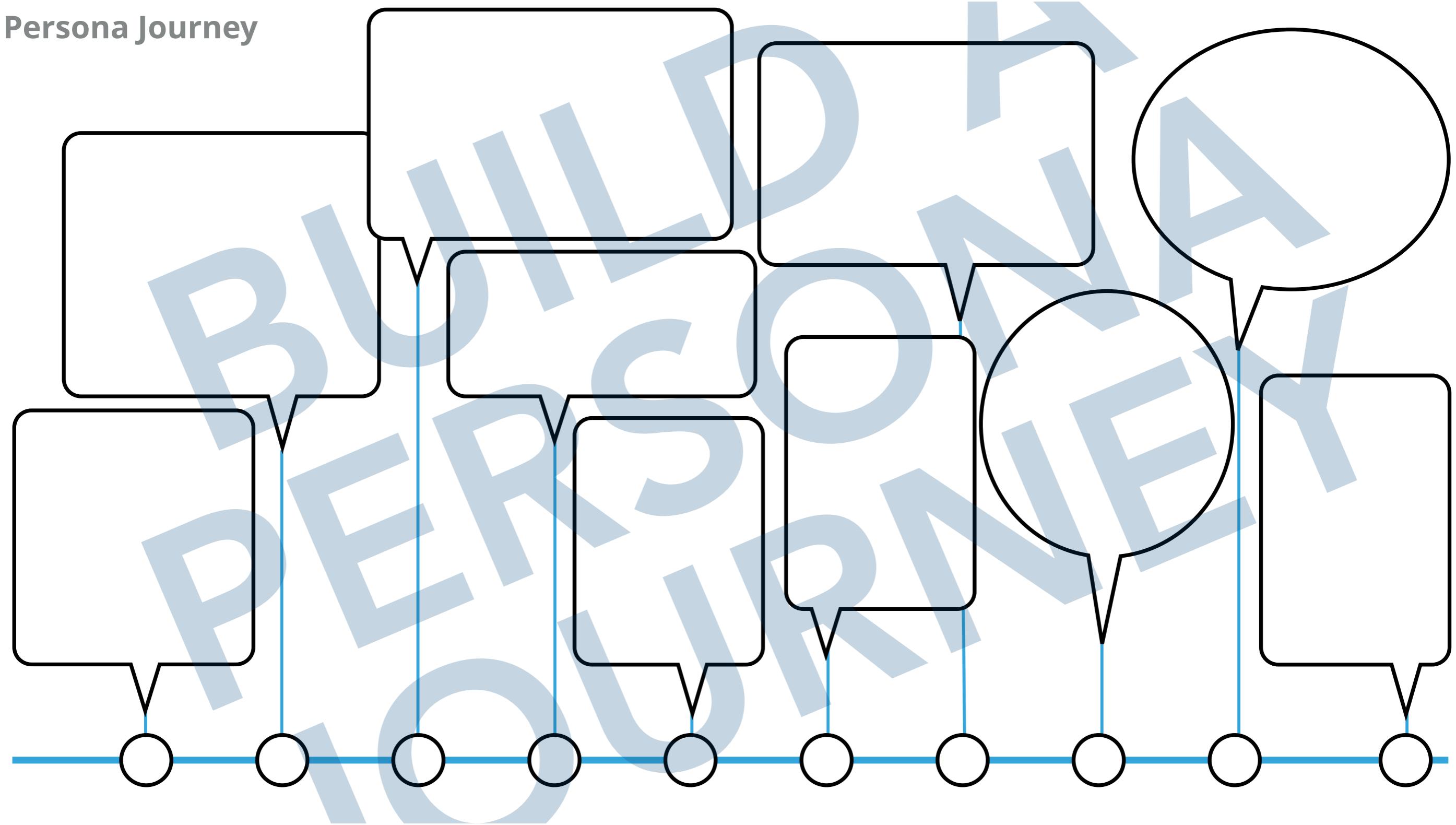


2



3

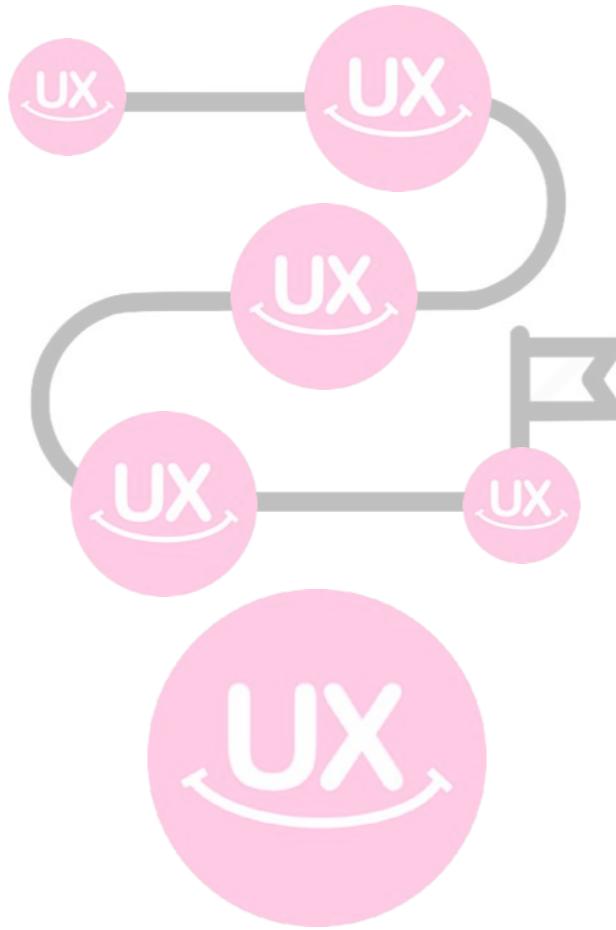
0110
1001
1010



1



2



3

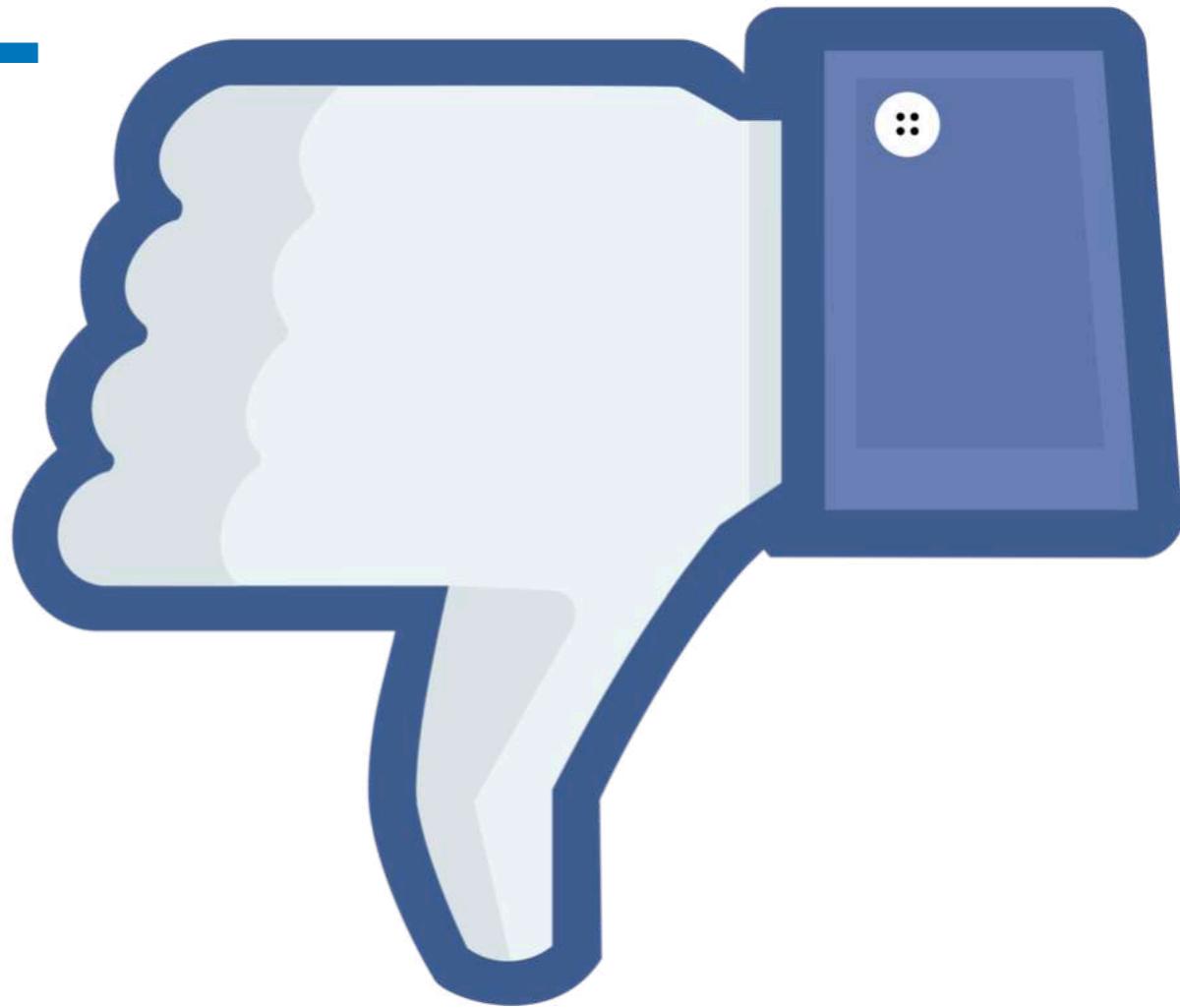
0110
1001
1010

NPS
Qr-Code

AB test

GA4

INTERNET
DIGITAL



Numérique

invention, technologie, recherche, technique, scientifique, code, brevet, secret techno...



Digital

innovation, utilisation, usage, assistance, clic
commande, IHM (HCI), relation homme-machine...



Cyber

*cybernétique, sécurité, protection, hacker, virus,
espionnage, militaire, défense, bureau des légendes,
phishing, ransomware, PFH*



Numérique

Digital

Cyber

entreprise 1



entreprise 2

1	5	8	4	1	9	9	4	2	3	7	7	1
3	7	0	2	7	4	7	1	4	1	9	8	6
4	8	1	7	4	2	9	7	2	7	0	0	6
4	9	2	1	7	8	7	5	4	0	5	4	9
8	9	6	8	4	8	1	0	2	9	0	2	3
1	3	2	7	5	4	6	8	3	9	2	7	9
8	1	9	2	3	8	2	4	7	2	5	4	5
4	5	9	9	9	6	3	2	1	4	8	8	9
4	8	5	3	1	3	4	1	3	1	5	6	7
3	7	8	0	6	0	0	8	4	7	9	5	1
0	3	0	9	0	4	0	5	0	7	0	5	3
3	0	6	3	3	9	8	3	3	8	3	7	9
2	9	9	1	7	6	5	5	6	0	3	7	2
8	8	9	8	5	8	5	7	6	5	2	4	8
6	6	3	3	3	1	4	7	8	6	3	3	3
3	0	5	4	0	7	2	0	1	2	5	6	5



LE BUREAU
DES
LEGENDES

SQL / Postgres
Oracle
select
from
where
group
having
order

<html>
<head>
<body>
CSS
.js

INTERNET

NetWork / réseau
WEB3 / crypto
DNS TLD
TCP/IP v4 v6
MAIL SMTP POP
FTP
DataBase
SSL
Blockchain

DOD/ Arpanet
Vint Cerf

DEEP
DARK
WEB
TOR

APP

SOFTWARE

OS
NODE/vue.js
react / angular
JS
GIT (hub lab)
blockchain

WWW WEB

HTTP URL
CLOUD / SOFT
HTML DOM
APACHE

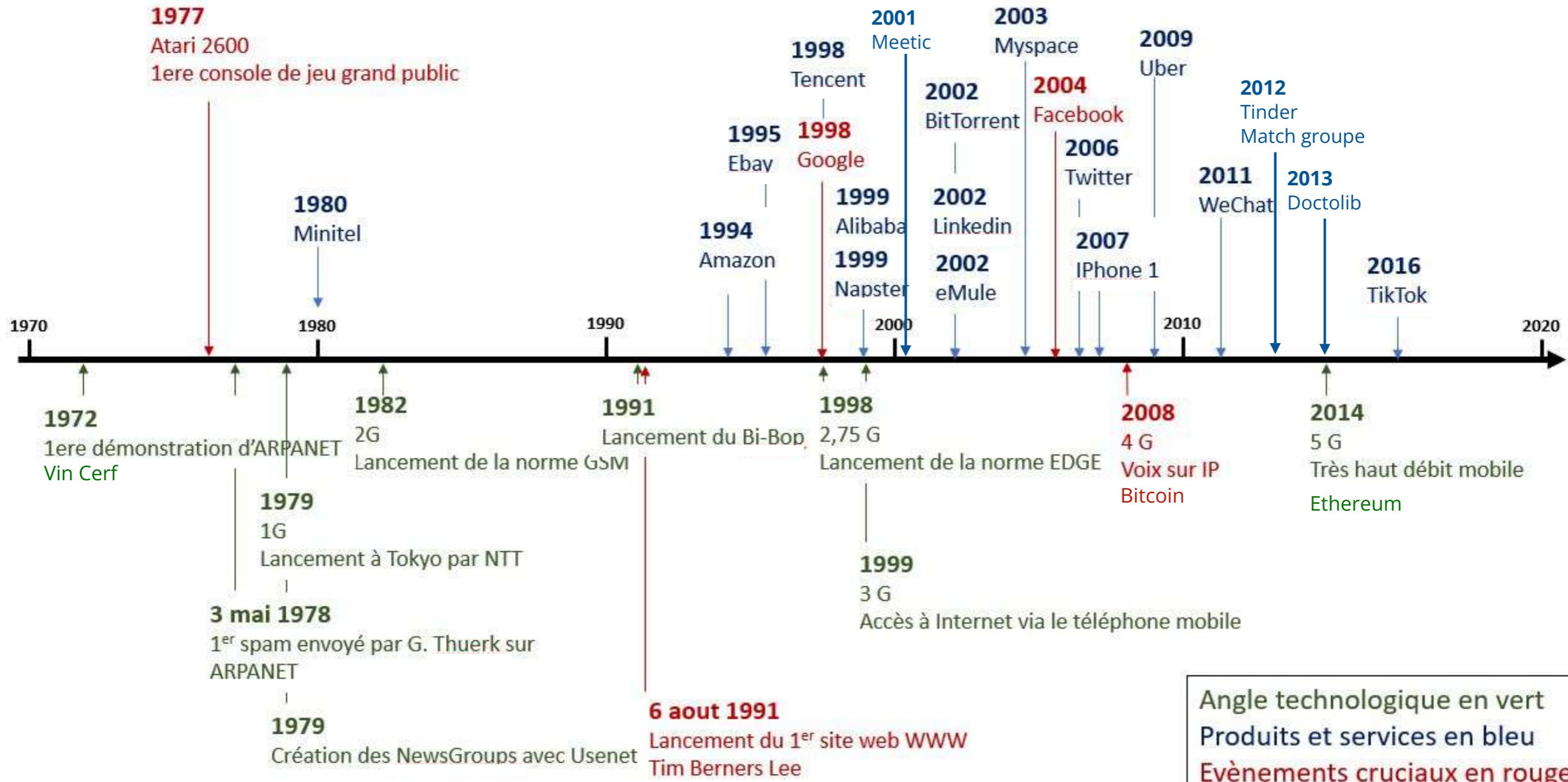
CERN

Tim
Berners
Lee

CLOUD
DATA
SOFT
SAAS

INTRANET

TimeLine Pervasion



Digital
Numérique
Cyber
+
Éthique
Progrès



DATA
contrôle

INDIVIDUEL
personalisation

Politique
moral + IAact

Leading Causes for Data Loss



Hard drive failures, more than 140,000 hard drives crash each and every week



Computer viruses and malware infections



Theft. A laptop is stolen every 53 seconds



Accidental damage



pCloud data security is our top priority

Get Started



PHF

de Hubert Reeves

Harvard Business Review

Pleins feux sur...

AVRIL-MAI 2019

42 INTERNET - INSÉCURITÉ

Adoptez une stratégie optimale face aux hackers

50 METTRE LES SYSTÈMES HORS LIGNE ?

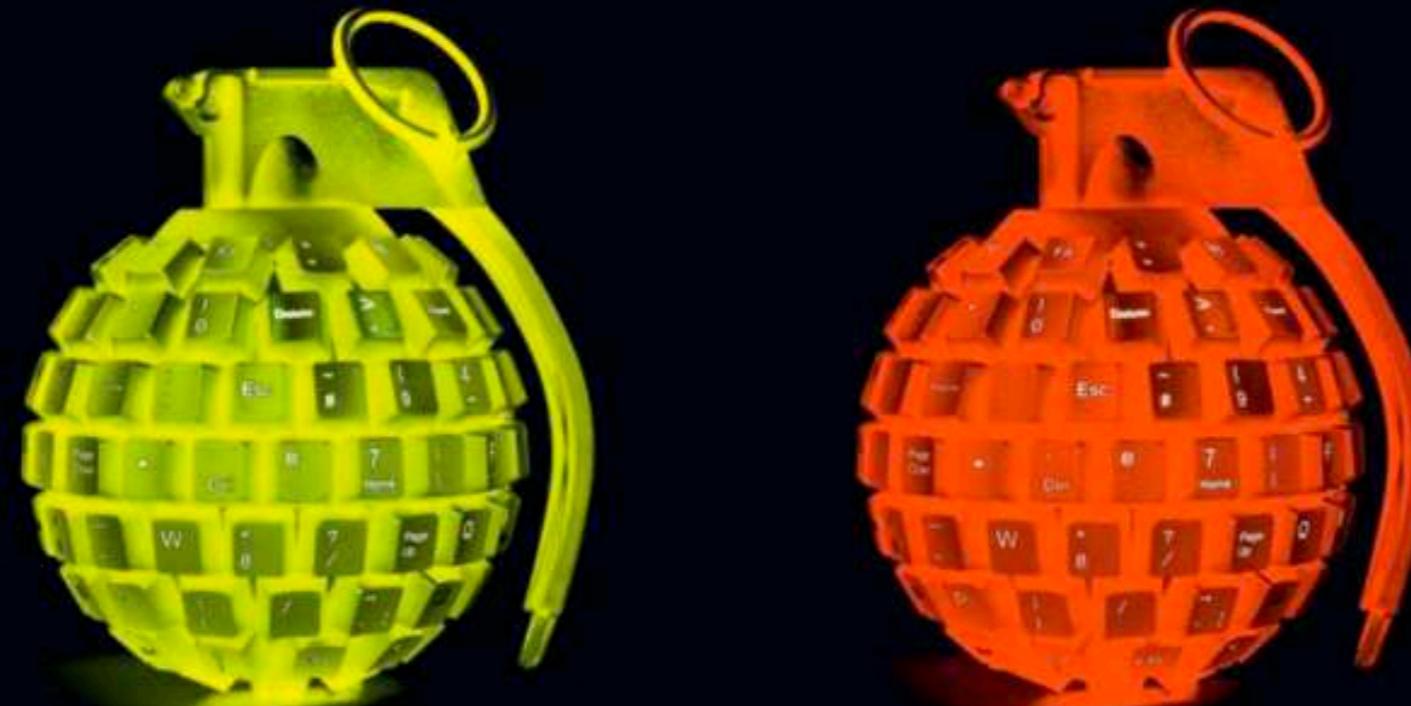
Inspirée d'un cas réel, une étude pour savoir comment agir en cas de cyberattaque

56 DÉFENSE ACTIVE ET « HACK BACK »

Si l'on ne peut pas arrêter les attaquants sur Internet, doit-on porter le combat chez l'ennemi?

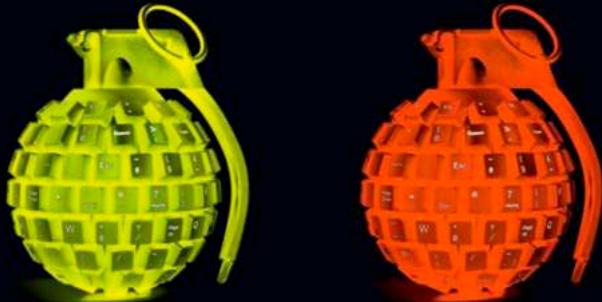
62 EN CHIFFRES : LES TENDANCES EN MATIÈRE DE SÉCURITÉ

La défense s'améliore, mais les cyberattaques progressent

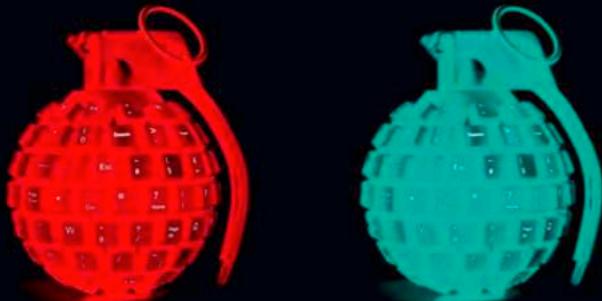


LA FIN DE LA CYBERSÉCURITÉ

- 42 INTERNET = INSÉCURITÉ
Adoptez une stratégie optimale face aux hackers
- 50 METTRE LES SYSTÈMES HORS LIGNE ?
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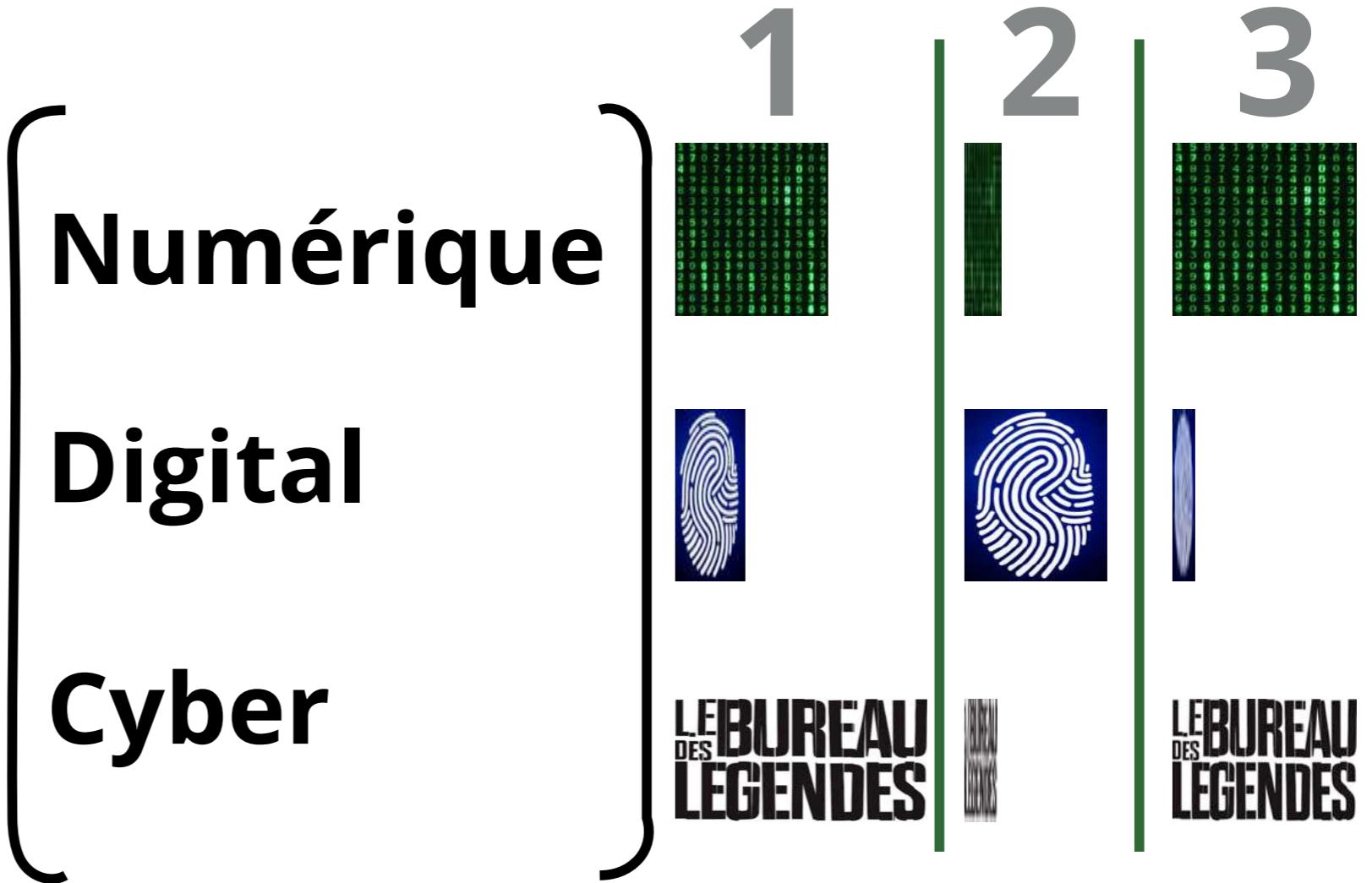
Après la fin d'internet et du digital... la fin des DSIs ?



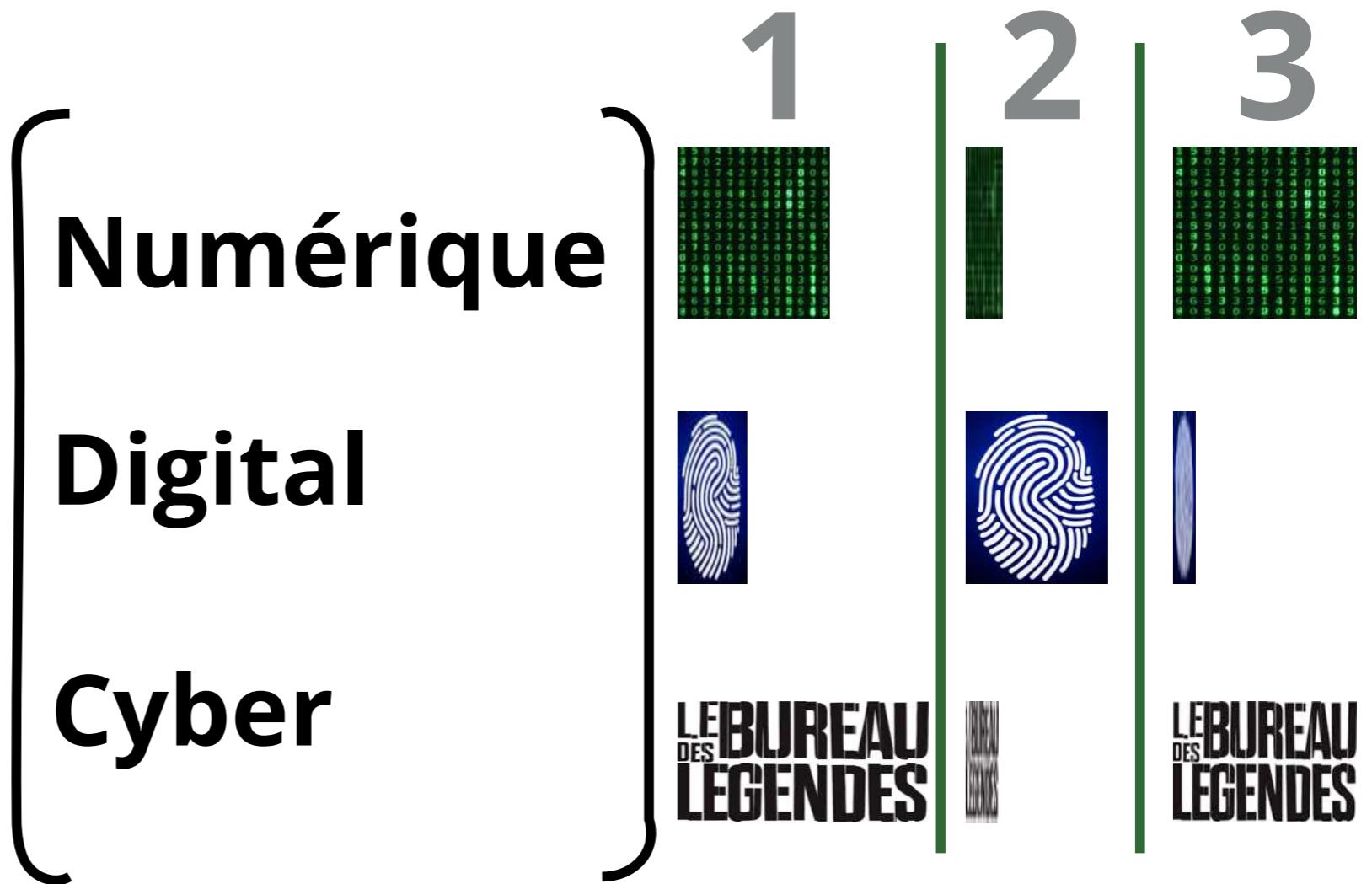
Internet = insécurité
AUCUN INVESTISSEMENT DANS VOTRE PROTECTION DIGITALE NE VOUS PROTÉGERA TOTALEMENT DES HACKERS. LE TEMPS D'UNE NOUVELLE STRATÉGIE EST VENU.

PAR ANDY BOCHMAN

Où êtes-vous ?



Que manque t-il ?

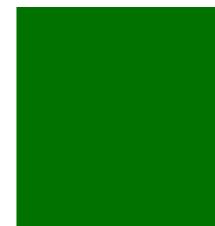
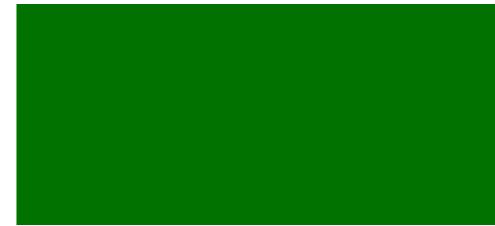


Inventions

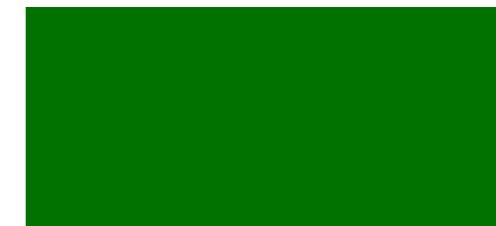
Innovations

Progrès

entreprise 1



entreprise 2

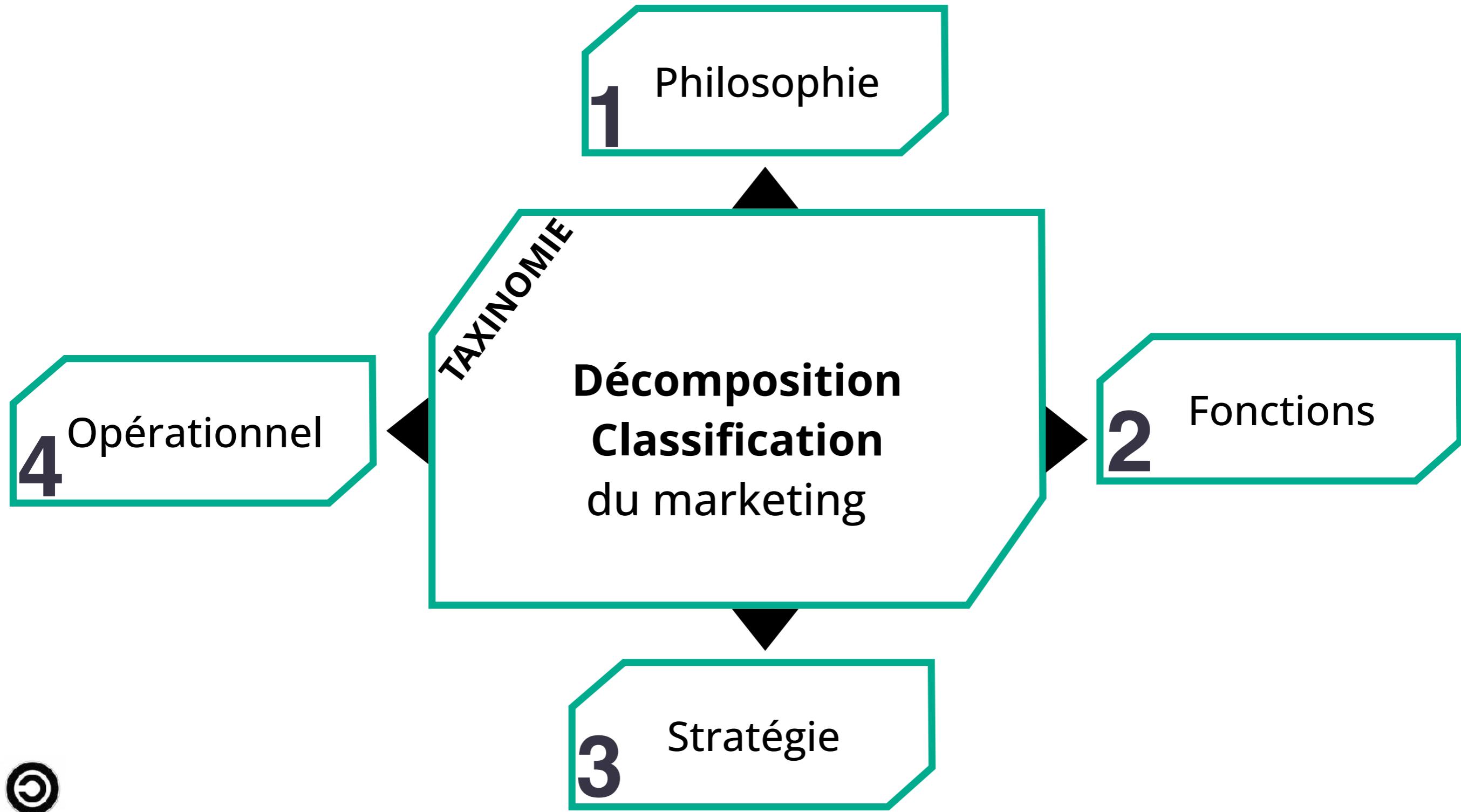


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Décomposition / Classification du marketing



Taxinomie
du marketing



1

Philosophique
vision
culture

2

Fonction
tâche
d'entreprise

3

Stratégique
long terme
PM + BP

4

Opérationnelle
court terme
PA

0

-

0

-

4

-

3

26

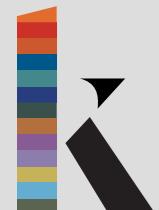
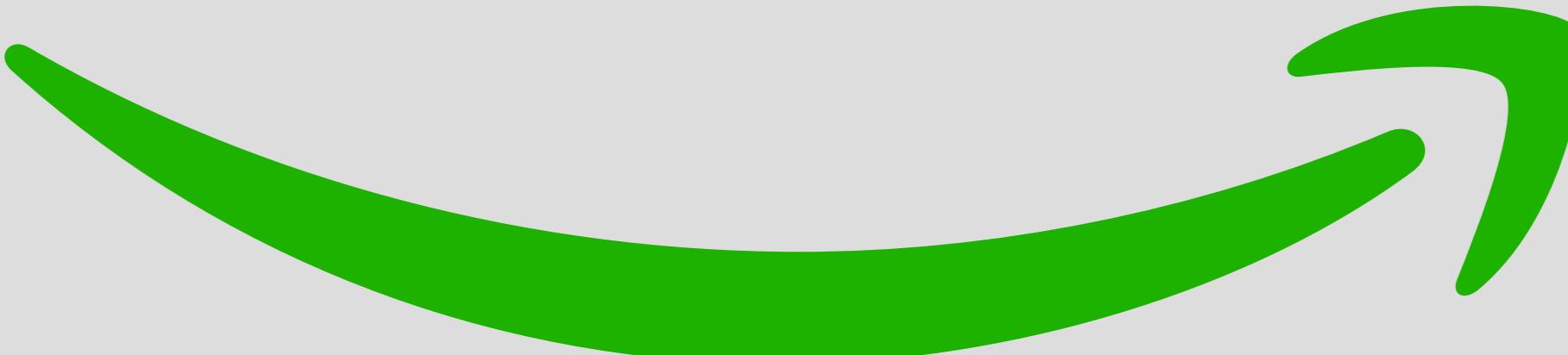
Philosophie

Consommateur au centre = démocratie marketing

Consumer focus = vision & mission

Enchantement de l'UX

customer obsession



Marketing STRATÉGIQUE

Couple produit / marché

Fondamental du marketing

Sert de base à Ansoff

Sert de base au positionnement

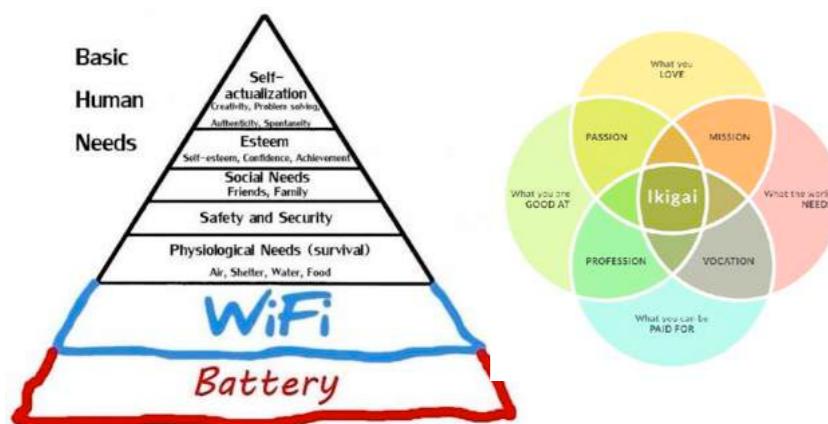
Principe de la segmentation

Outil de réflexion universel

PORTEE, PÉRIMÈTRE

Individu	Organisation	BU	Entreprise	Groupe	État	Monde
	Asso	DAS	Filiale	Holding	EU	G20
			Activité CT		Corporate LT	

Bonheur	Santé	Création Valeur	Pérénité	Stabilité	Paix
Séduction	Éducation	Notoriété, Image	Mission Vision		
		Différentiation	Compétitivité		



Bonheur	Santé	Création Valeur	Pérénité	Stabilité	Paix
Séduction	Éducation	Notoriété, Image			



Marchés / Clients

existants

fidélisation

intensif

nouveaux

extensif

diversification

existants

nouveaux

Produits / Services / Offres

PRODUCTS

MARKETS

Existing

New

Existing

New

Market
Penetration
Strategy

Product
Development
Strategy

Market
Development
Strategy

Diversification
Strategy

Ansoff, 1960

Marketing Opérationnel

=

26 moyens en 3 catégories EN FUSION
Digital vs. Classique vs. Trade

Marketing Opérationnel

26

M Mix

10

Trade / Retail Media

8

Digital M

8

M3 - MMM - Modern Marketing Model

1. Strategy
2. Market Orientation
3. Customer insight
4. Brand & Value
5. Segmentation Persona
6. Positioning
7. UX / CX & content
8. Distribution
9. Promotion / IMC
10. Data & Measurement



M3 - MMM - Modern Marketing Model

I. Strategy

Analysis
Planning

2. Market Orientation
3. Customer insight
4. Brand & Value
5. Segmentation Persona
6. Positioning

Execution

7. UX CX content
8. Distribution
9. Promotion / IMC
10. Data Measure

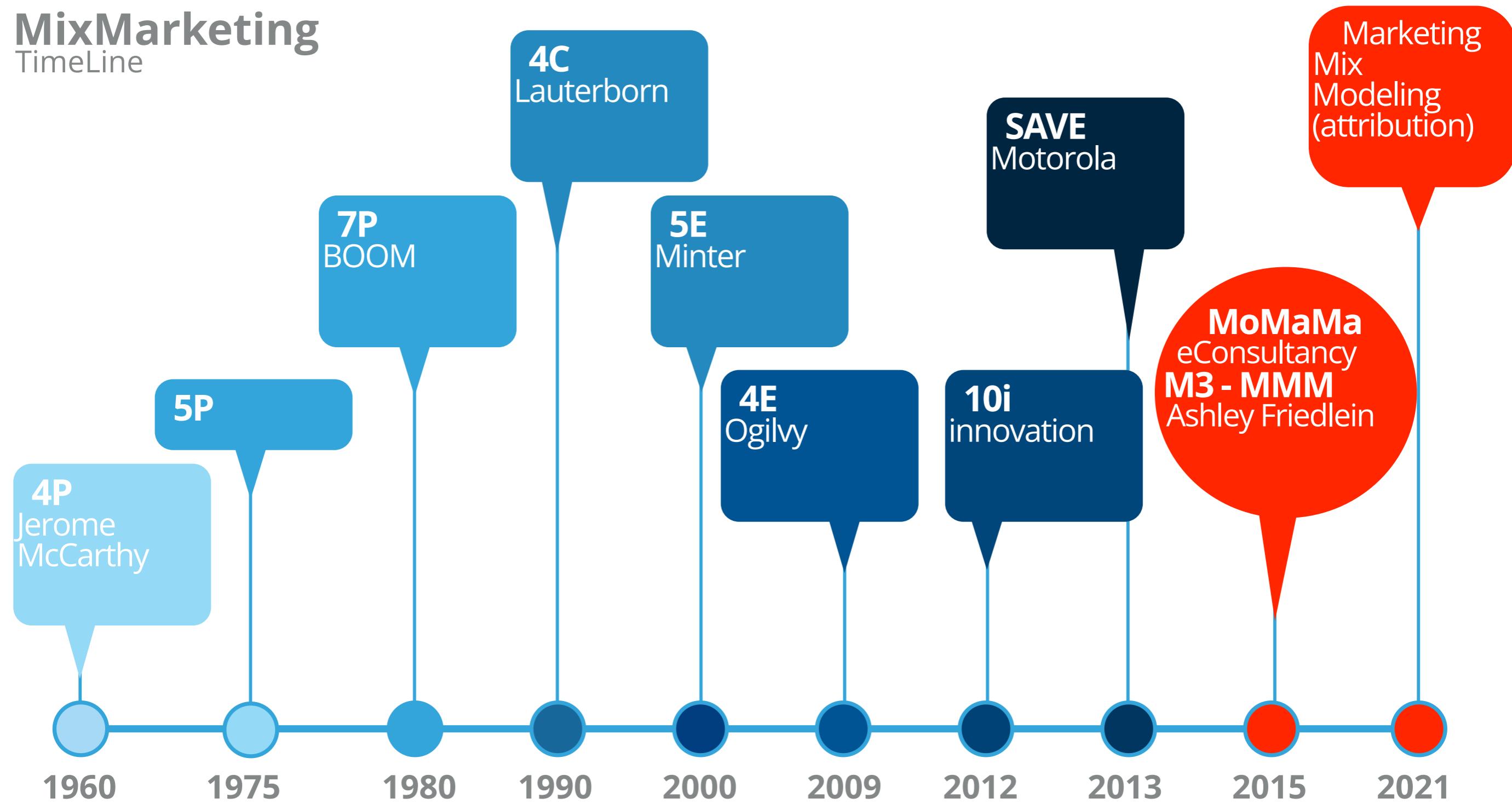
M3 - MMM - Modern Marketing Model

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 6. Positioning
 7. UX / CX & content
 8. Distribution
 9. Promotion / IMC
 10. Data & Measurement
-



MixMarketing

TimeLine



eConsultancy **MoMaMa**

Ashley Friedlein **M3 - MMM**

Attribution - Marketing Mix **Modeling**

Trade/Retail marketing

- 1. FDV**
- 2. Retail Media**
- 3. PIM Product Info Management**
- 4. CGV, EDI, SCM & LOGistique (process)**
- 5. COPromotion, comarketing, coadv**
- 6. LOBbying / Public Relation**
- 7. MERchandising / DOOH**
- 8. Learn Marketing**

Digital Marketing

- 1. Web Management**
- 2. Data & Research management**
- 3. Référencement (SEARCH)**
- 4. Strategie (M/s/w)**
- 5. Commerce (M/s/w)**
- 6. Publicité (M/s/w)**
- 7. ...**
- 8. ...**

Digital Marketing (BIS)

- 1. Web Management**
- 2. Data & Research management**
- 3. Référencement (SEARCH)**
- 4. Web (Strat, com, pub...)**
- 5. Mobile (Strat, com, pub...)**
- 6. Social (Strat, com, pub...)**
- 7. Metavers (Strat, com, pub...)**
- 8.**

Search vendor...



Country

Category

Reviews



Rating



Revenue



Employees



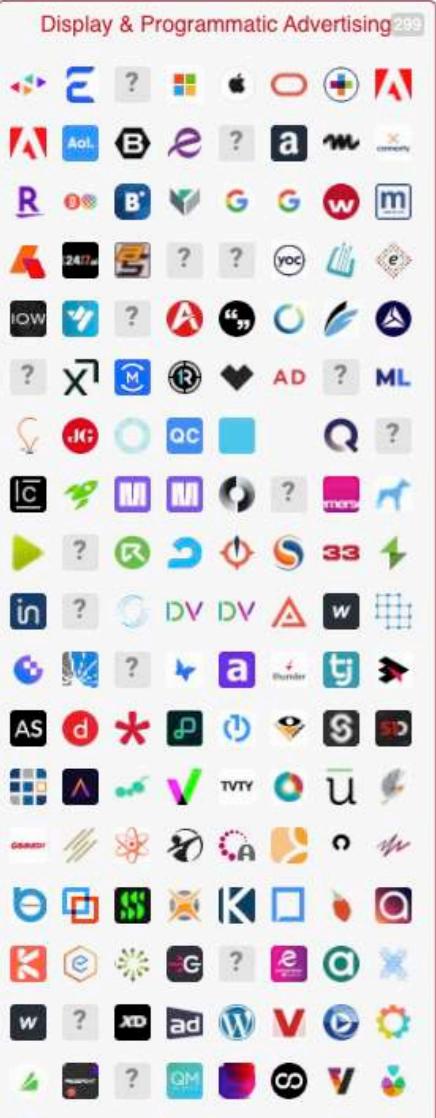
Year



Stack Builder Page

11038 found

Advertising and Promotion



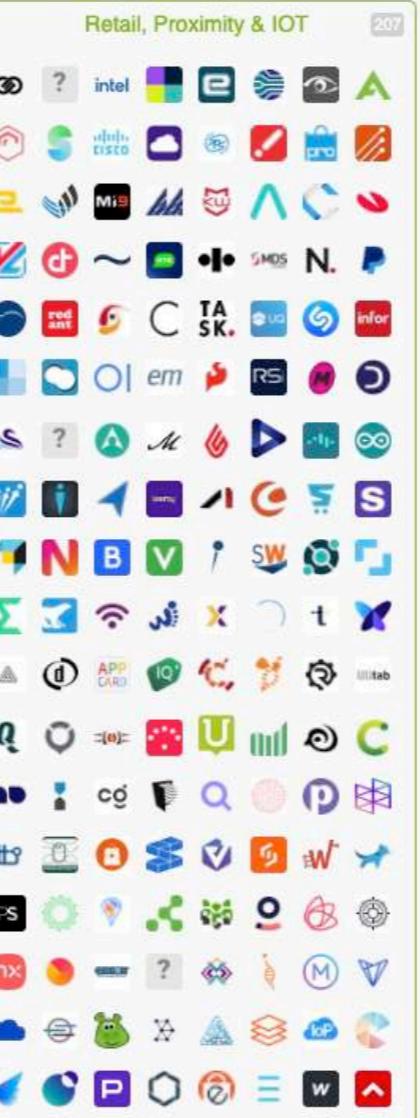
Content and Experience



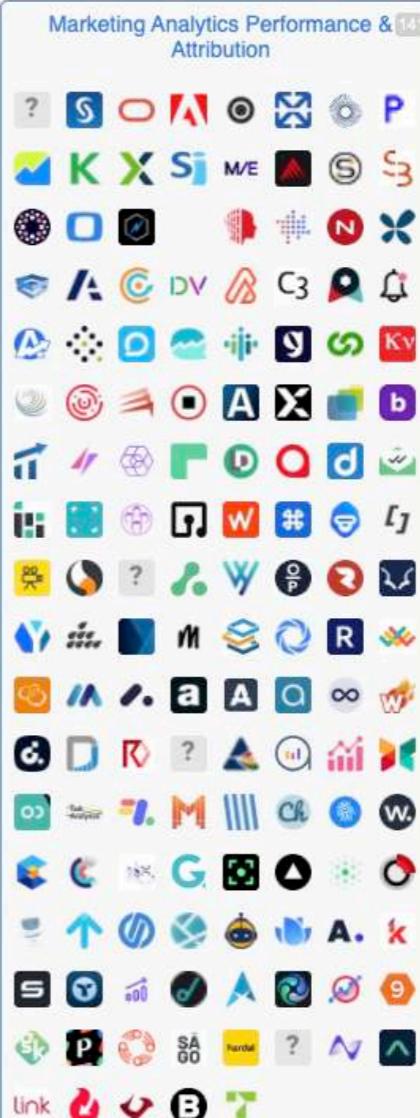
Social and Relationships



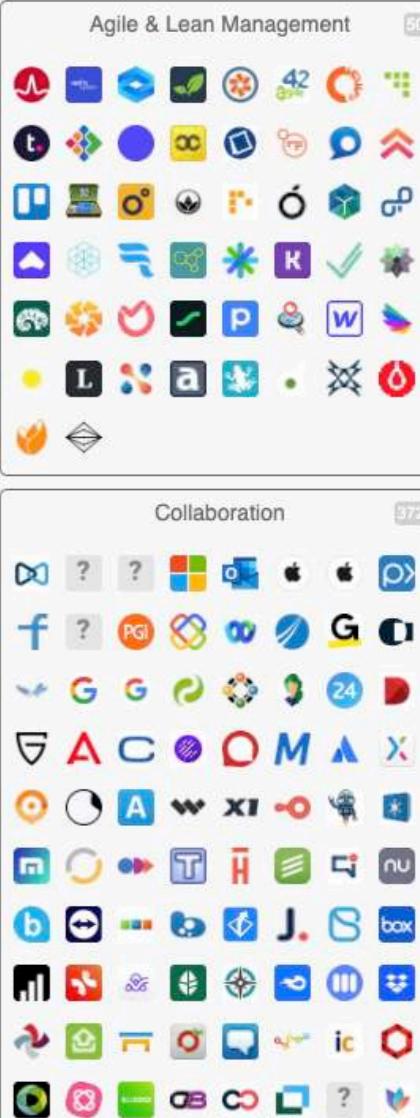
Commerce and Sales



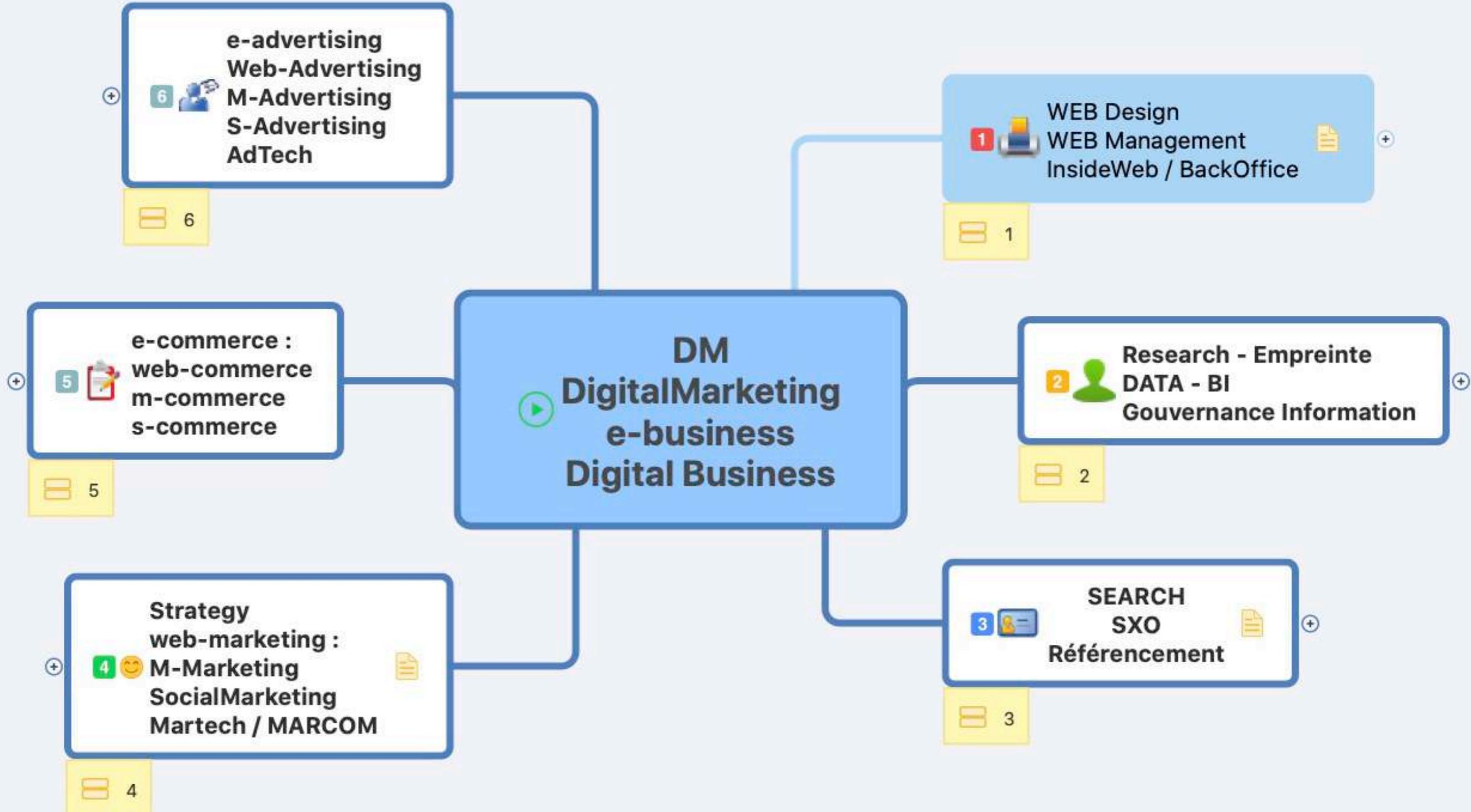
Data

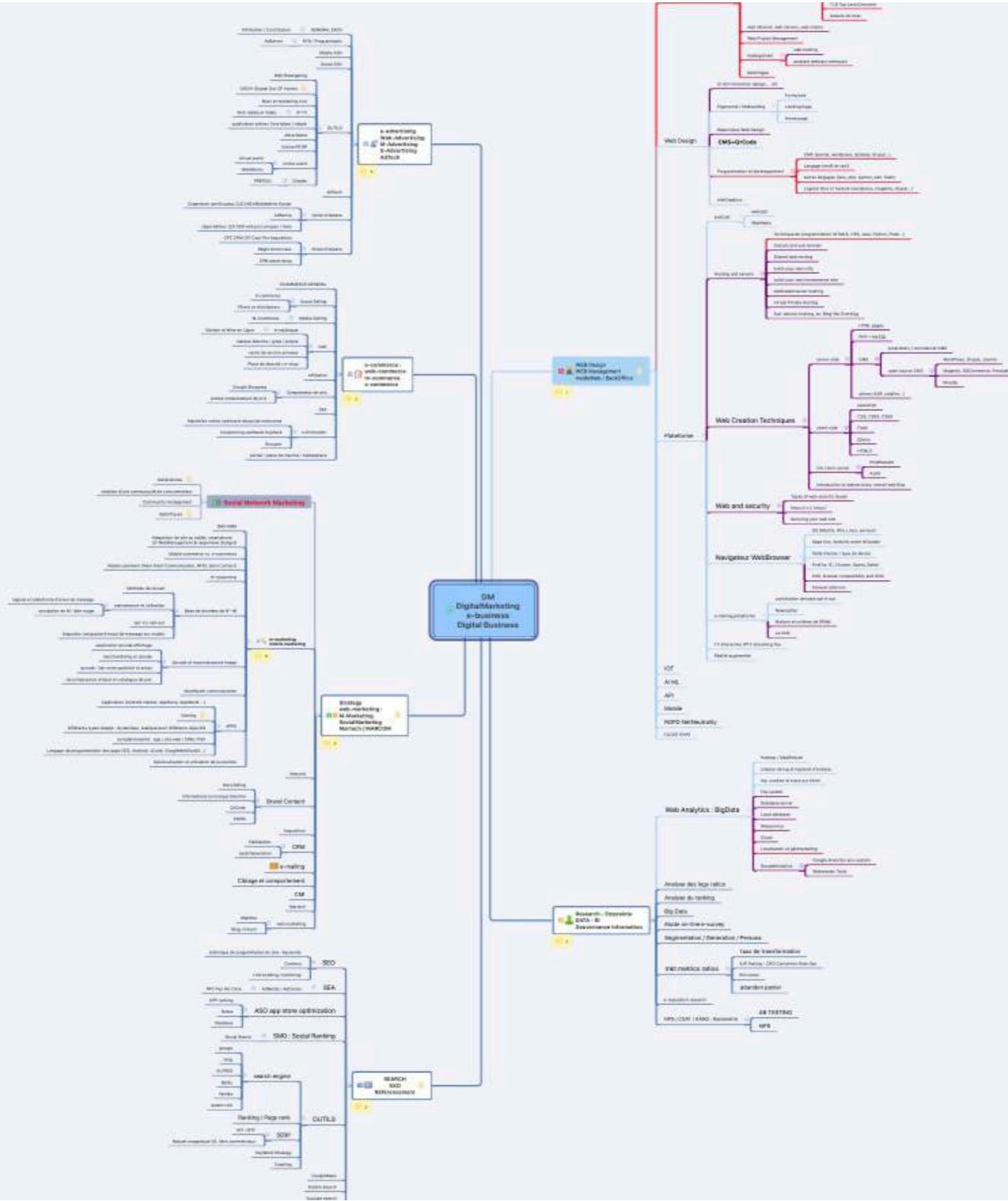


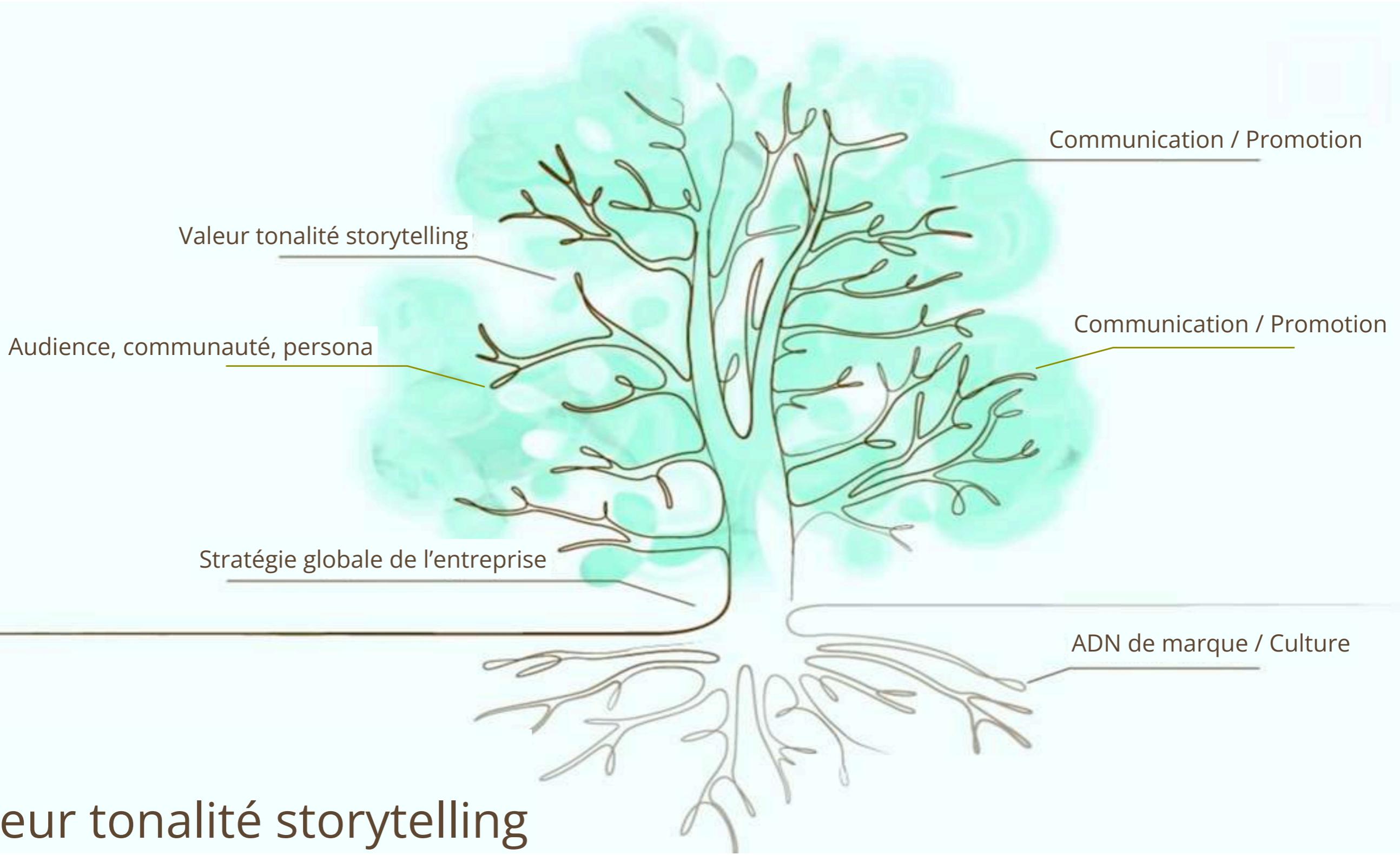
Management



Digital Marketing







Arbre du marketing Internet

Mike
Robinson





The Periodic Table of Content Marketing

An overview of the key elements of content marketing

1	Cs
2	Content strategy

2	Ar
3	Sh

3	V
4	Vi

4	Im
5	Pr

5	Ev
6	Wb

6	Gm
7	Ap

7	To
8	Eb

8	P
9	So

9	El
10	Em



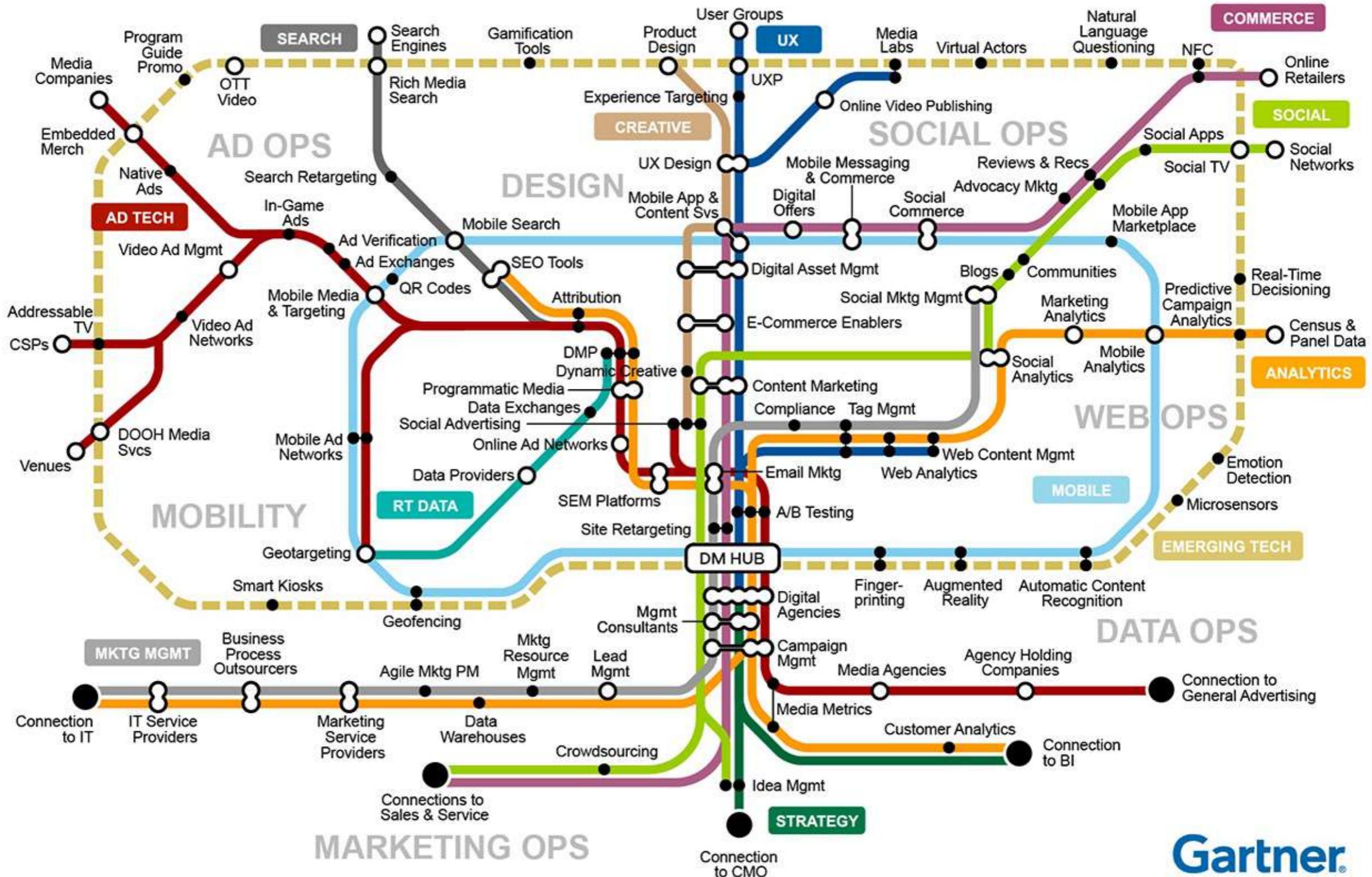
A seven-step guide to success

1. Take some time to define a strategy.
2. Figure out the formats you plan on using.
3. Think about the content types that will appeal to your audience. Do your research. Brainstorm ideas. Create.
4. Share your content across the key content distribution / social platforms.
5. Track the key metrics, and map these to your goals.
6. Be aware of the main sharing triggers. Be sure to work the emotions.
7. Always double check your work.

66	Pv	76	Uv	84	Nv	91	Br	99	Tf
67	85	77	86	92	93	106			
68	NI	Do	Cl	Kp	Le				
69	New leads	Downloads	Cost per lead	Key pages	Leads				
70	Bm	Rp	Pm	Dg	Br				
71	Brand metrics	Reputation-metrics	PR metrics	Demographic metrics	Branding				
72	Of	Mi	Am	Rm	Sa				
73	Offline media	Microsite	Acquisition metrics	Retention metrics	Sales				
74	Li	Pi	Is	Sc	S				
75	LinkedIn	Pinterest	Instagram	Search metrics	Search				
76	Fa	Tw	Fa	Sc					
77	Facebook	Twitter	Facebook	Search					
78	Tr	Cm	Tr						
79	Trends	Competitions	Trends						
80	De	Tw	De						
81	Debates	Twitter	Debates						
82	We	Bl	We						
83	Website	Blogs	Website						
84	St	St	Stats						
85	Case study	Co	Case study						
86	Compilations	Bp	Best practice						
87	Timesaving	Ti	Timesaving						
88	Question-based	Qu	Question-based						
89	'How-to' based	Ho	'How-to' based						
90	Reviews	Re	Reviews						
91	Reviews	Rs	Reviews						
92	Reviews	Lb	Linkbait						
93	Reviews	Hi	Hexenmind-based						
94	Reviews	Ee	Event-based						
95	Reviews	Rc	Research						
96	Reviews	Tr	Trends						
97	Reviews	Cm	Competitions						
98	Reviews	Tw	Twitter						
99	Reviews	Bl	Blogs						
100	Reviews	Of	Offline media						
101	Reviews	Mi	Microsite						
102	Reviews	Am	Acquisition metrics						
103	Reviews	Rm	Retention metrics						
104	Reviews	Sa	Sales						
105	Reviews	Sc	Search metrics						
106	Reviews	S	Search						
107	Reviews	Qz	Quizzes						
108	Reviews	Ex	Experiments						
109	Reviews	Pd	Productivity						
110	Reviews	Fu	Fun						
111	Reviews	Te	Templates						
112	Reviews	Bg	Beginner's guides						
113	Reviews	In	Inspiration						
114	Reviews	Op	Opinion						
115	Reviews	Ch	Checklists						
116	Reviews	Yo	YouTube						
117	Reviews	Vm	Vimeo						
118	Reviews	Gp	Google+						
119	Reviews	Fo	Forums						
120	Reviews	Tu	Tumblr						
121	Reviews	Nm	New members						
122	Reviews	Me	Members						
123	Definitions	De	Definitions						
124	Definitions	Gl	Glossaries						
125	Definitions	Da	Data						
126	Definitions	Pc	Product-based						
127	Definitions	Sv	Surveys						
128	Definitions	An	Analysis						
129	Definitions	Fi	Fiction						
130	Definitions	Gf	Gifs						
131	Definitions	Re	Reddit						
132	Definitions	Ig	Imgur						
133	Definitions	Vn	Vine						
134	Definitions	Sl	Slideshare						
135	Definitions	Fl	Flickr						
136	Definitions	Sm	Social metrics						
137	Definitions	Sh	Shares						
138	Galleries	Ga	Galleries						
139	Mindmaps	Mm	Mindmaps						
140	Frameworks	Fr	Frameworks						
141	Testimonials	Tm	Testimonials						
142	Demos	Dm	Demos						
143	Newsjacking	Nj	Newsjacking						
144	Hacker News	Hn	Hacker News						
145	Partner sites	Ps	Partner sites						
146	Advertising	Ad	Advertising						
147	Engagement metrics	Eg	Engagement metrics						
148	Engagement	En	Engagement						
149	Funny	Fu	Funny						
150	Sexy	Sx	Sexy						
151	Shocking	Sg	Shocking						
152	Moving	Mv	Moving						
153	Unbelievable	Un	Unbelievable						
154	Controversial	Cv	Controversial						
155	Cool	Co	Cool						
156	Illuminating	Ig	Illuminating						
157	Random	Rd	Random						
158	Zeitgeist	Zg	Zeitgeist						
159	Cute	Aw	Cute						
160	Uplifting	Up	Uplifting						
161	Disgusting	Di	Disgusting						
162	Search optimisation	Sq	Search queries						
163	Copy editing	Se	Search optimisation						
164	Formatting	Ce	Copy editing						
165	Headline optimisation	Fm	Formatting						
166	Tone of voice	Hd	Headline optimisation						
167	Brand guidelines	Gd	Tone of voice						
168	Plain English	Pe	Brand guidelines						
169	Device optimisation	Do	Plain English						
170	Fact-checking	Fc	Device optimisation						
171	Credit sources	Cd	Fact-checking						
172	Calls to action	Ct	Credit sources						
173	Invite feedback	Fd	Calls to action						



Devised & designed by Chris Lake (Blakely).
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Gartner

CONTENT MARKETING / NATIVE LUMAescape

MARKETER

CONSUMER



Google

Aol.

YAHOO!

bing

Search

yelp

Citysear

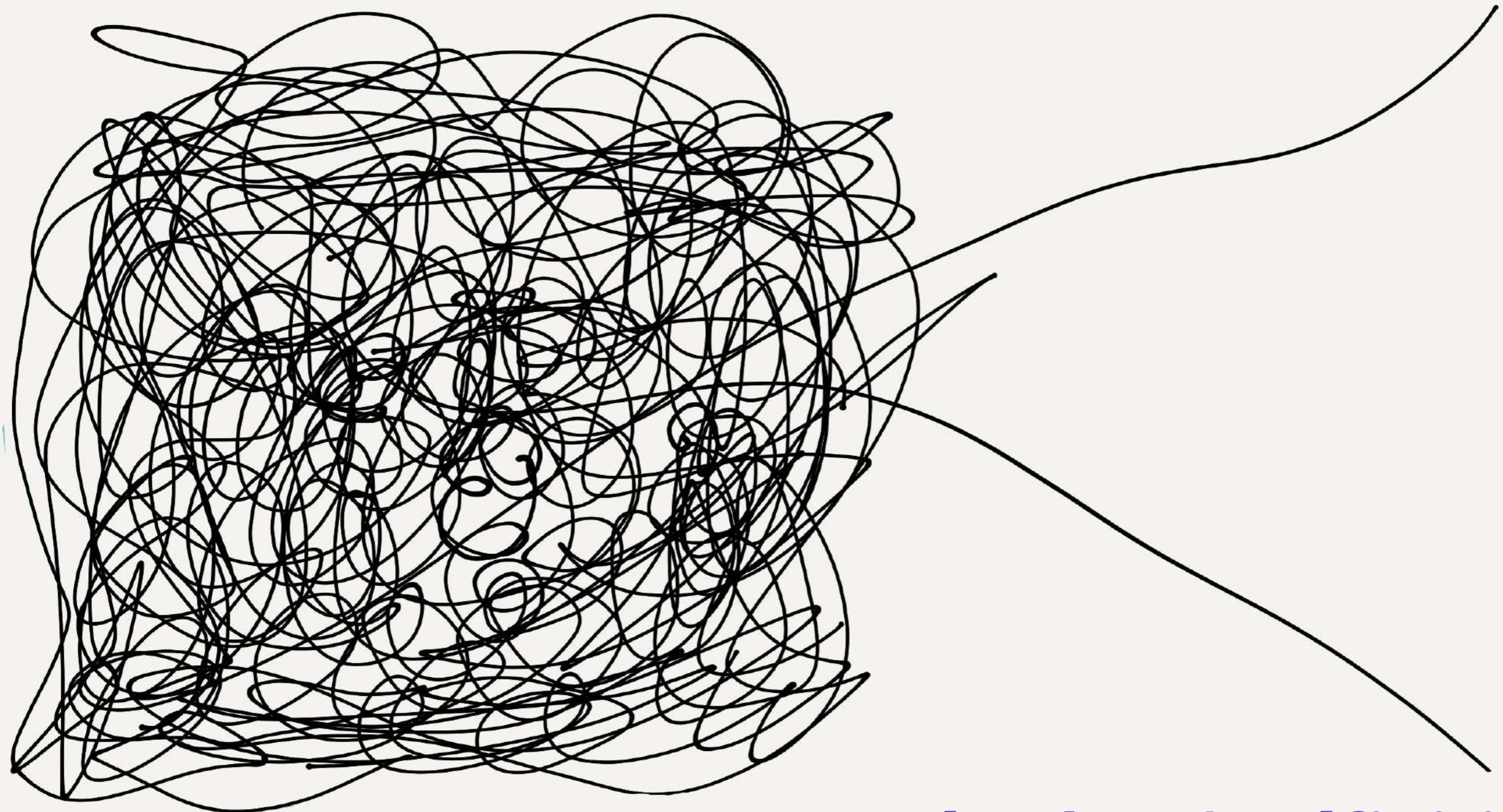
 Yande

YAHOO

ATTEUFER
PROJEKT

UX

physique *face à face*
web *téléphone*
mobile *web1 2*
sociale *web3*
metavers *in APP*
 push
 réseaux sociaux
 réseau spé
 metavers marque
 meta gén



Décodage | Définitions



XMind



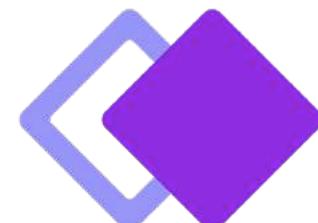
XMind 8
The Most Popular Mind Mapping Tool

10th ANNIVERSARY
2006 - 2016

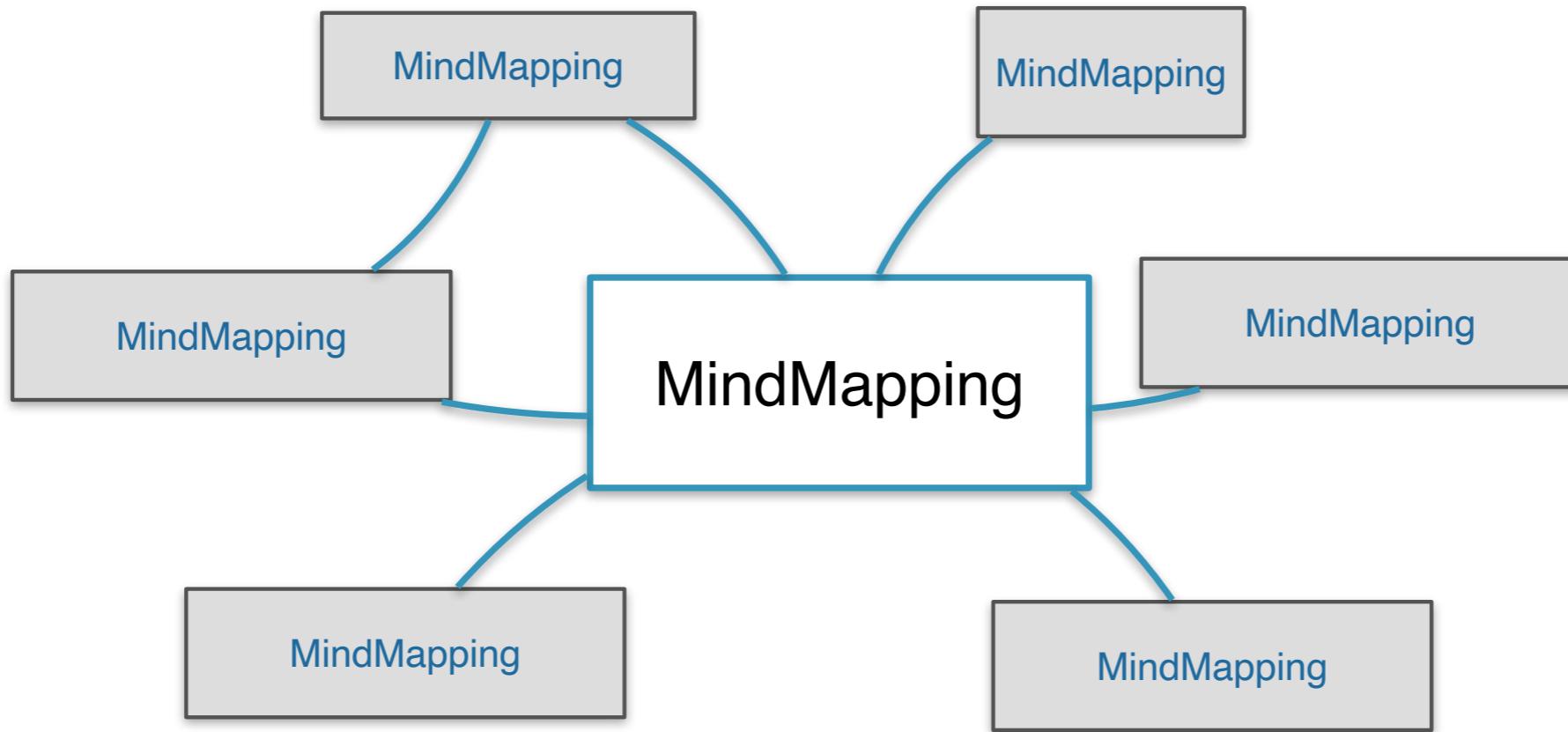
© 2006-2016 XMind Ltd. All Rights Reserved.

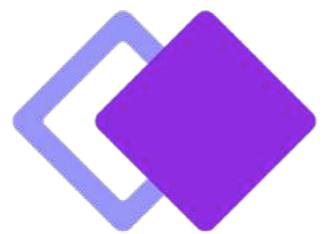
coggle

coggle.it

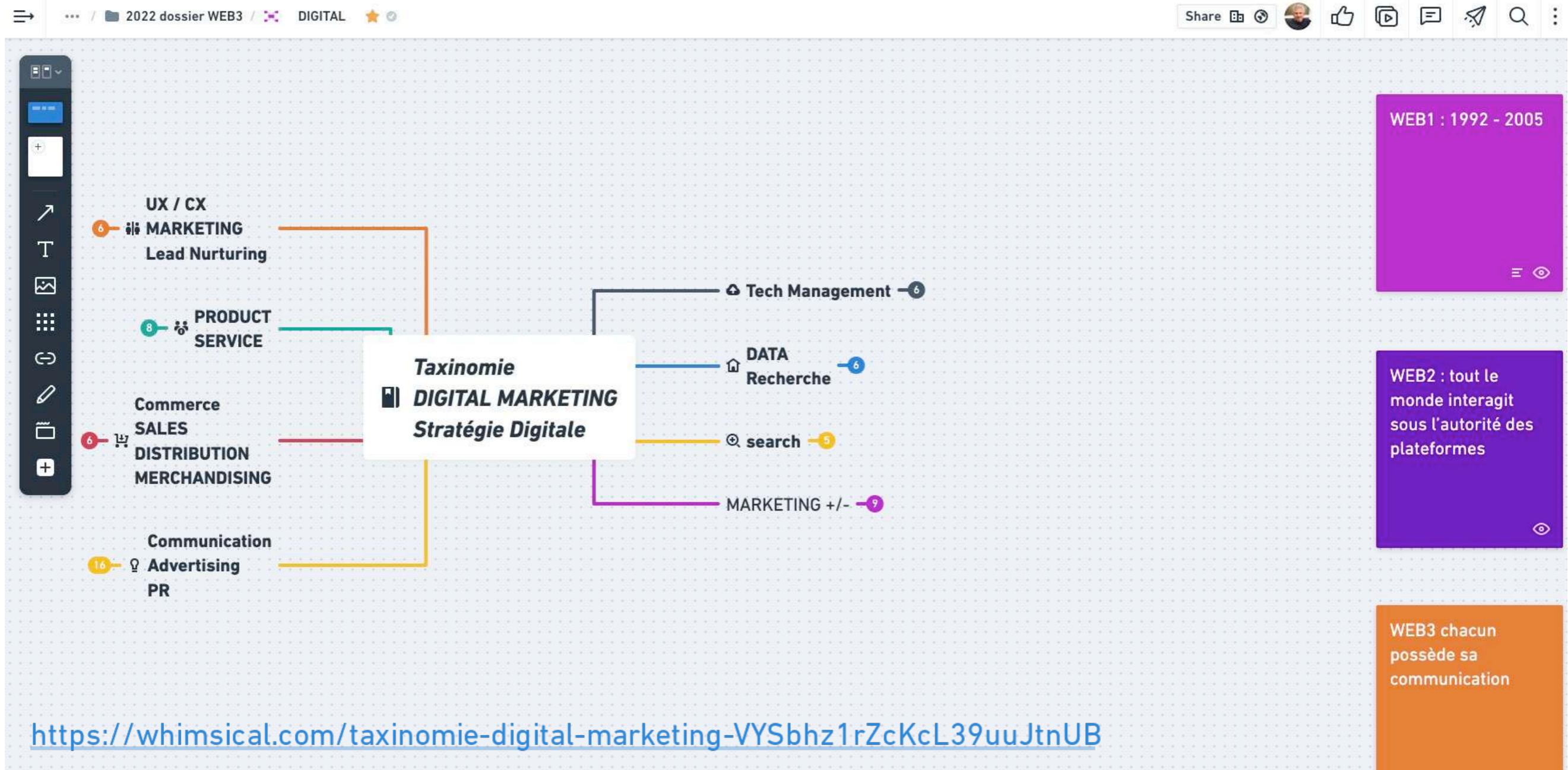


Whimsical





Whimsical





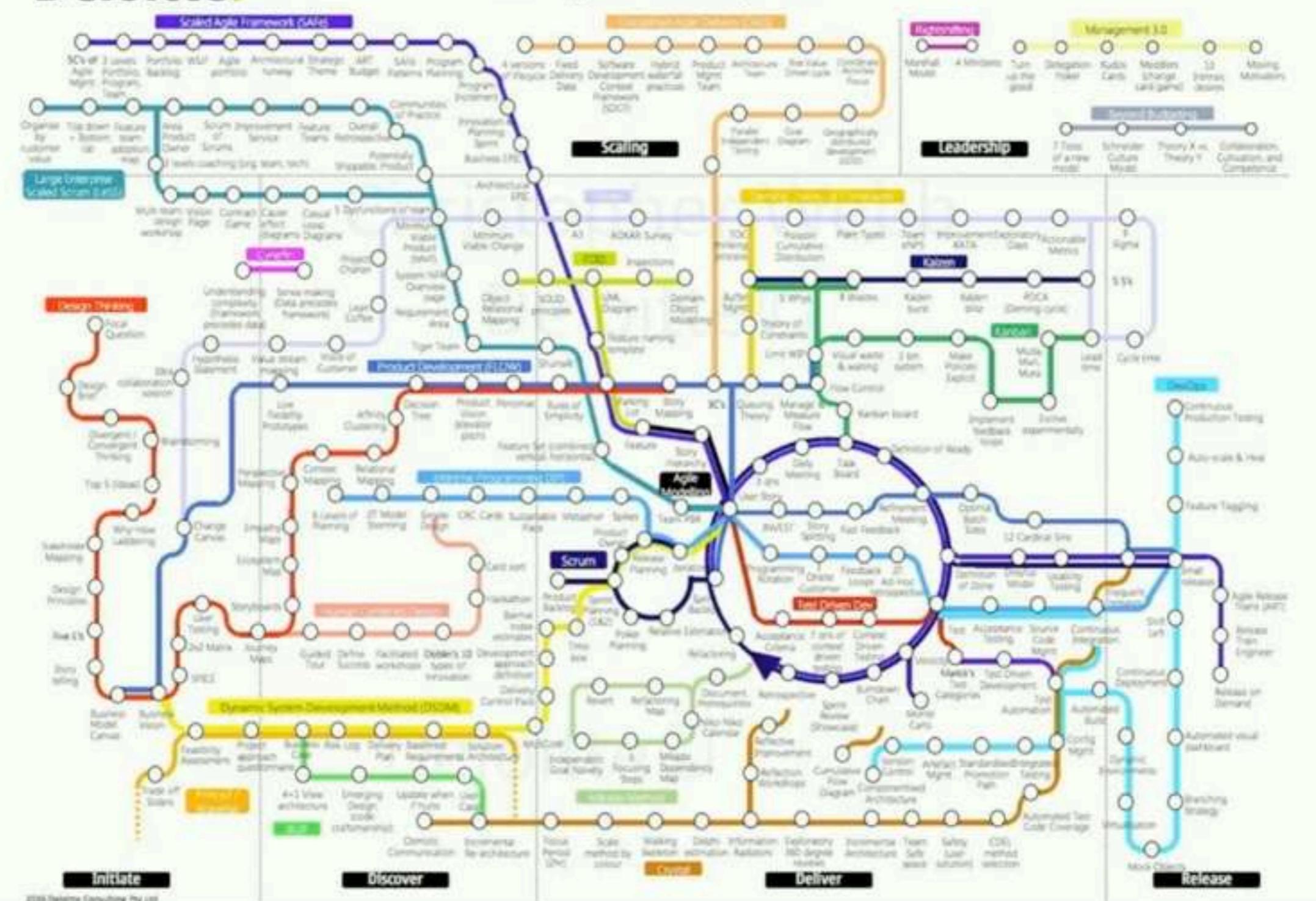
Le métro de l'Agile

Carte des courants et des pratiques Agiles



Lines represent practices from the various Agile "tribes" or areas of concern:





LEÇON INAUGURALE

...DU MARKETING EN
GÉNÉRAL



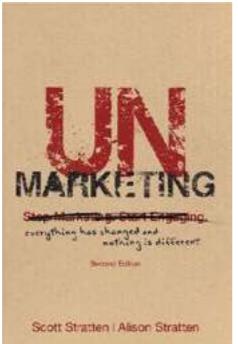
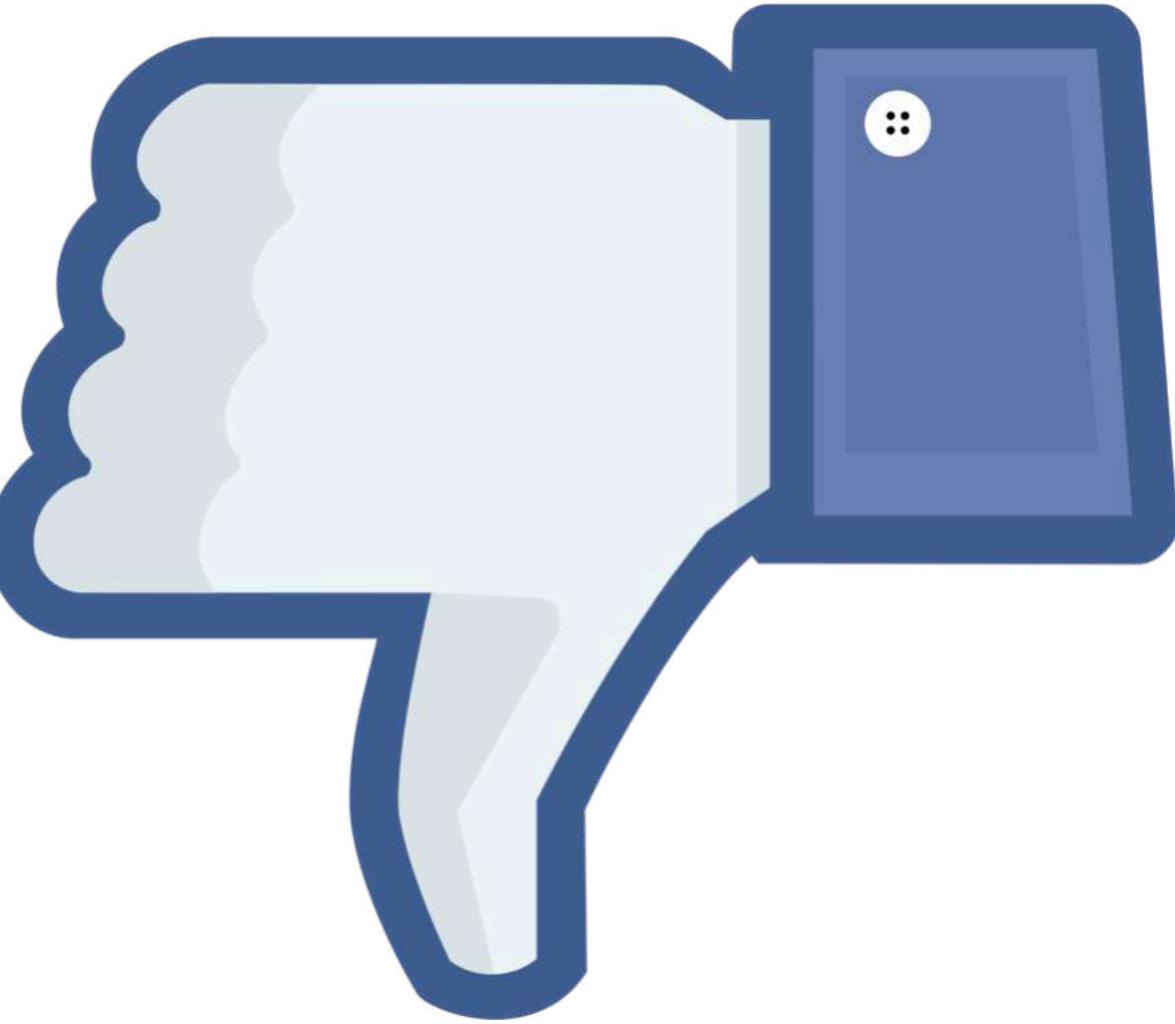
COLLÈGE
DE FRANCE
1530

“



le marketing”

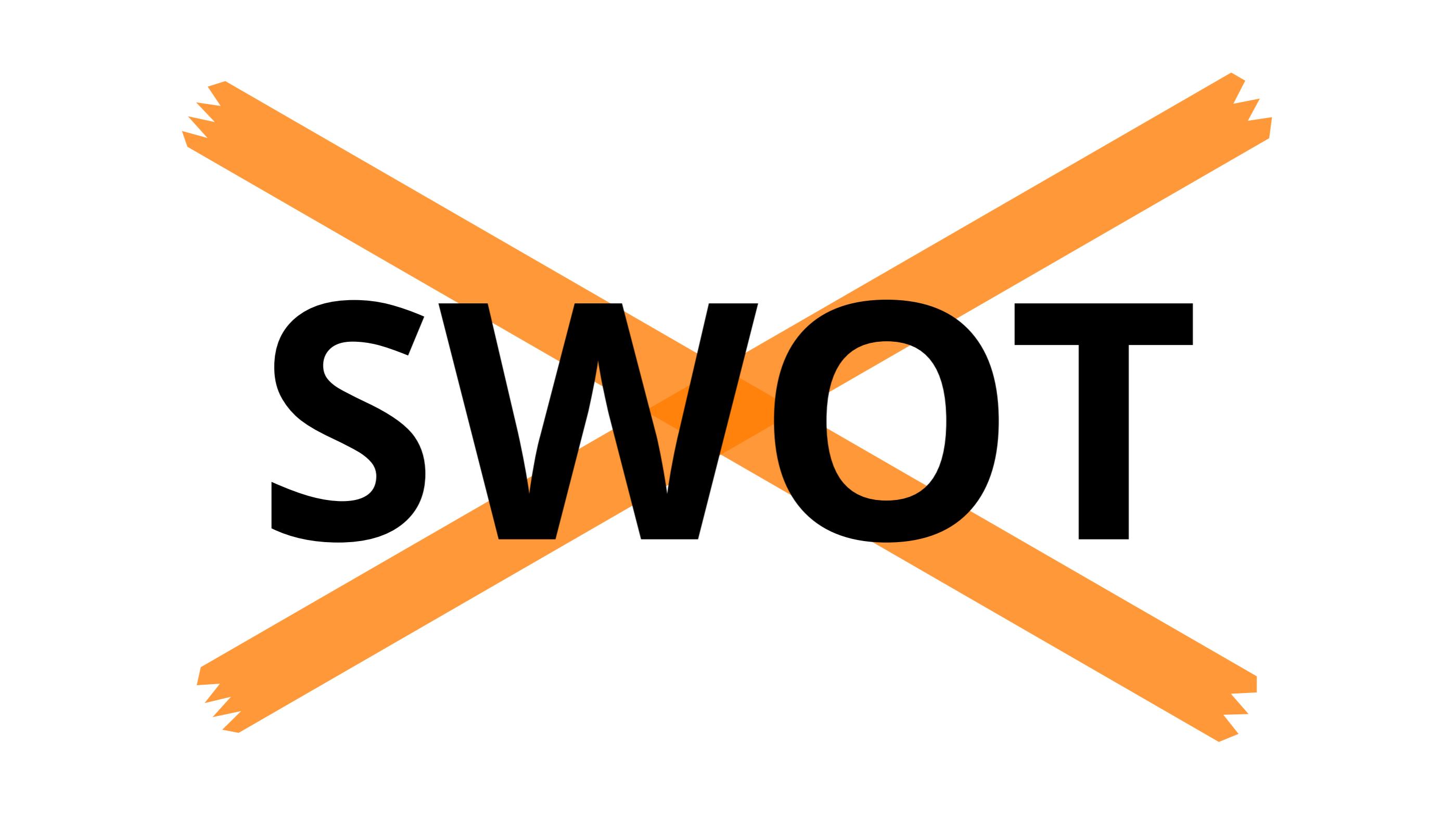
Marketing sucks



Méfiez-vous des recettes des années 60

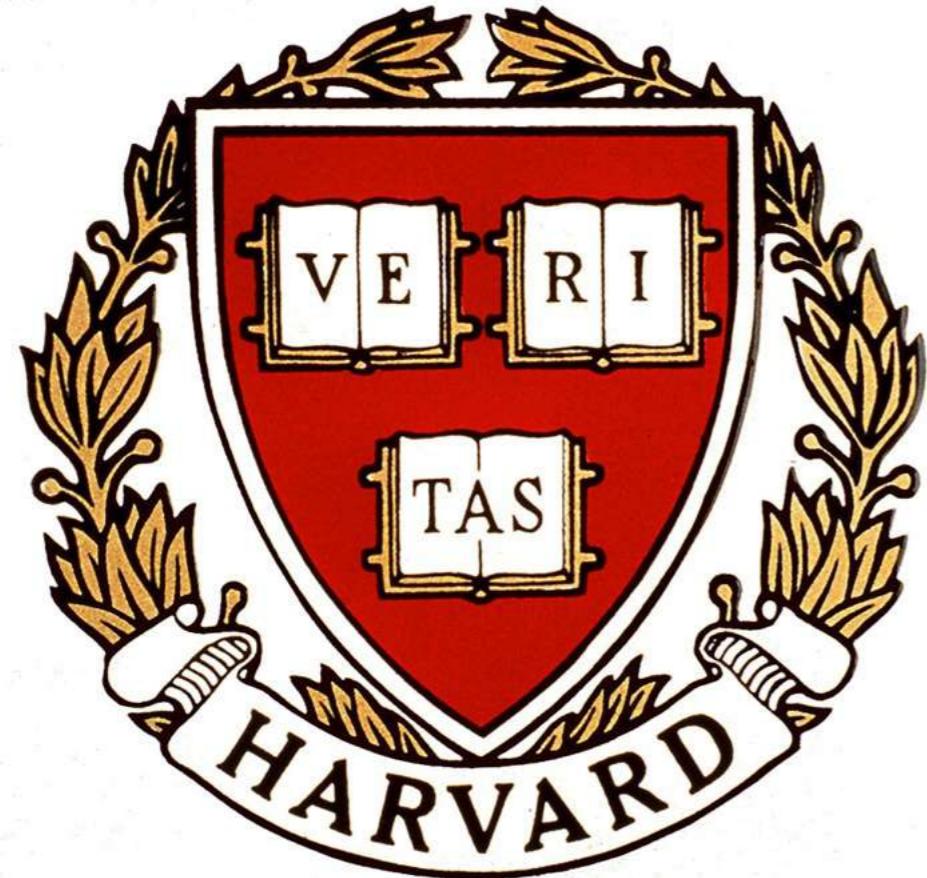
- 4P de Jerome McCarthy (1960)
Produit - Prix - Promotion - Place
- 5B de Charles Kepner (1955)/ BON -
produit prix endroit moment quantité
- SWOT de Humphrey (1970)
- CAP Caractéristique Avantage Preuve
cognitif / conatif / affectif
- SONCAS / AIDA

4P
5B
SWOT
CAP
cognitif / conatif / affectif
SONCAS / AIDA



SWOT

HBS



HBR



HBR.ORG JULY-AUGUST 2014

Harvard Business Review

The cover of the July-August 2014 issue of Harvard Business Review. The title "Harvard Business Review" is at the top in large black letters. Below it is a graphic consisting of four overlapping circles in red, blue, green, and yellow. The red circle contains a lightbulb icon and the word "THINK". The blue circle contains a heart icon and the word "FEEL". The green circle contains a cursor arrow icon and the word "DO". The yellow circle contains a sunburst icon and the word "LOVE". At the bottom, the text "The New Basics of MARKETING" is displayed in large, bold, black letters.

98 Strategy
Four Paths to Business Model Innovation
Karan Girotra and Serguei Netessine

104 The HBR Interview
Lenovo CEO
Yang Yuanqing on the PC's Future

42 The Big Idea
The Crisis in Retirement Planning
Robert C. Merton

VUCA

~~SWOT~~ Volatilité
Incertitude
Complexité
Ambiguité



4P

Revoyons ensemble

LES 4P

Product
Produit



Développement du produit, Gestion du cycle de vie du produit, différenciation

Price
Prix



Stratégie de prix, Tactiques de prix, Elasticité de la demande

Promotion
Communication



Publicité, Relations publiques, Promotion des ventes, Marketing traditionnel, Marketing digital

Place
Distribution



Canaux de distribution, Logistique, Couverture de marché

M3 - MMM - Modern Marketing Model

- 1. Strategy
- 2. Market Orientation
- 3. Customer insight
- 4. Brand & Value (branding)
- 5. Segmentation Persona
- 6. Positioning
- 7. UX / CX & content
- 8. Distribution
- 9. Promotion / IMC
- 10. Data & Measurement



M3 - MMM - Modern Marketing Model

I. Strategy

Analysis
Planning

2. Market Orientation
3. Customer insight
4. Brand & Value (branding)
5. Segmentation Persona
6. Positioning

Execution

7. UX CX content
8. Distribution
9. Promotion / IMC
10. Data Measure

M3 - MMM - Modern Marketing Model

1. Strategy
 2. Market Orientation
 3. Customer insight
 4. Brand & Value (branding)
 5. Segmentation Persona
 6. Positioning
 7. UX / CX & content
 8. Distribution
 9. Promotion / IMC
 10. Data & Measurement
-



branding

vs.

marketing



option #1

|
vs.

option #2



Marque

Produit Service

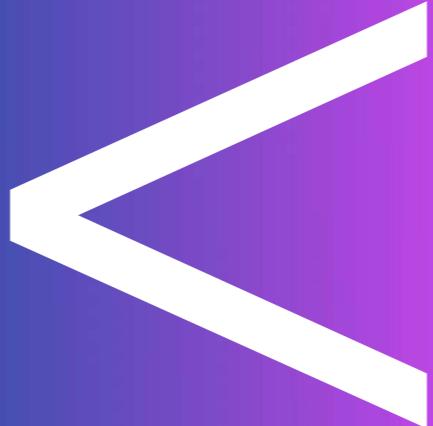
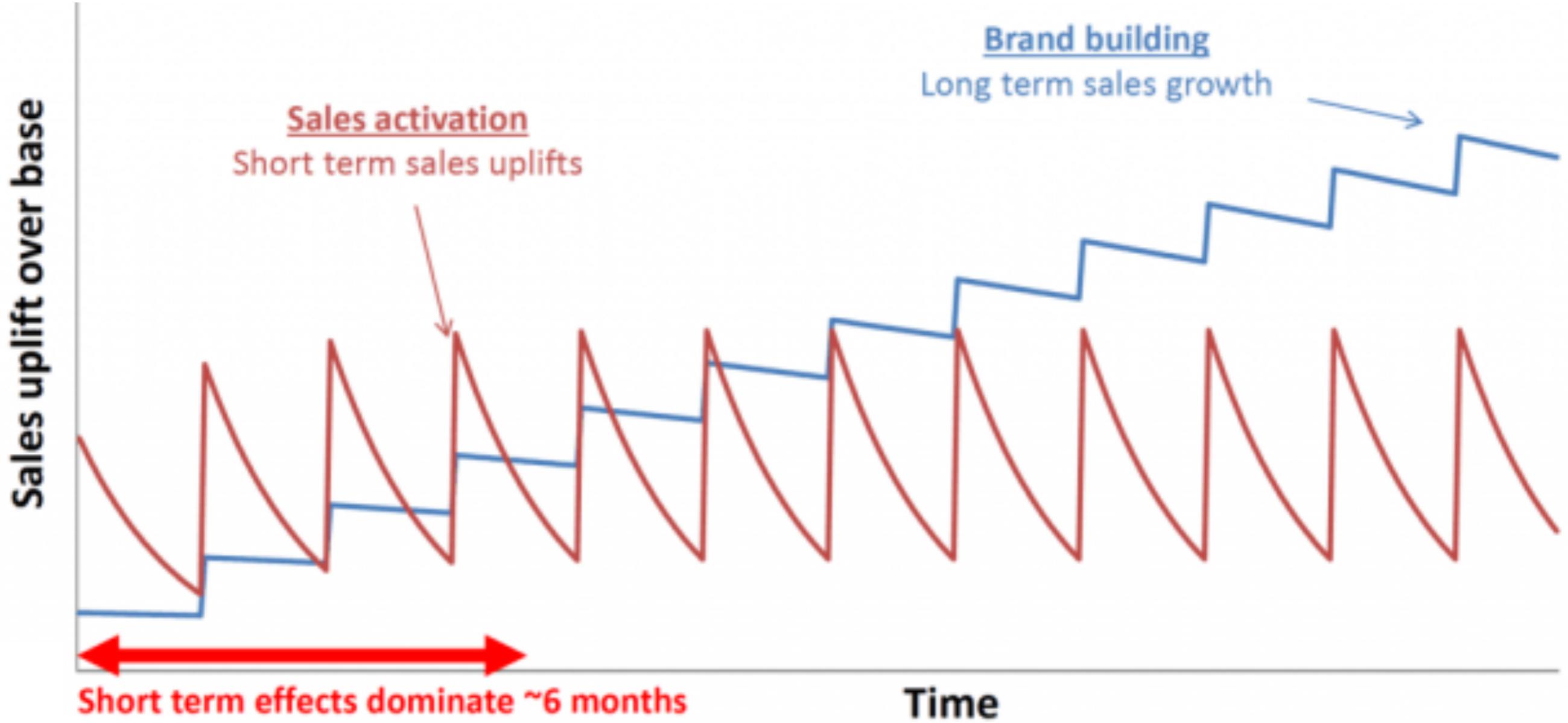


image
branding
promotion
pricing

qualité
expérience
PLG



Marketing in the Era of Accountability Binet and Field

Binet and Field

<https://ipa.co.uk/>

A blurry, motion-filled background image of a woman in a blue tank top and shorts running towards the right. She is carrying a backpack and wearing headphones. The scene is set in an urban environment with buildings and trees.

hubert**kratiroff**

3 lois du marketing



*ROB IT
TO GET IT.*



#1

**Proposer
des offres
qui plaisent
aux
utilisateurs**

#2

**Vérifier
que les
marges
permettent
un profit**

#3

***« Oublier
les
deux
premières
règles »***



#1

**Marketing
de la
DEMANDE**

VOC

#2

**Profit =
Chiffre
d'affaires
>
Charges**

#3

*Originalité
Remarquable
Branding
Différentiable
Unique
Marketing de l'offre
Investissement
Innovation
Positionnement
Ne pas plaire à tout
le monde*



Believe in something. Even if it
means sacrificing everything.

 Just do it.

Royal Oak



With its steel case, octagonal bezel, "Tapisserie" dial and integrated bracelet, the Royal Oak overturned the prevailing codes in 1972 and took its rightful place as a modern icon.



3 lois de la communication



**ROB IT
TO GET IT.**

« Advertising is the price companies pay for being unoriginal »



TED
IDEAS WORTH SPREADING

Yves Behar

workshop

hubertkratiroff

06 80 43 29 05

hubert@kratiroff.com
linkedin.com/in/kratiroff
@kratiroff

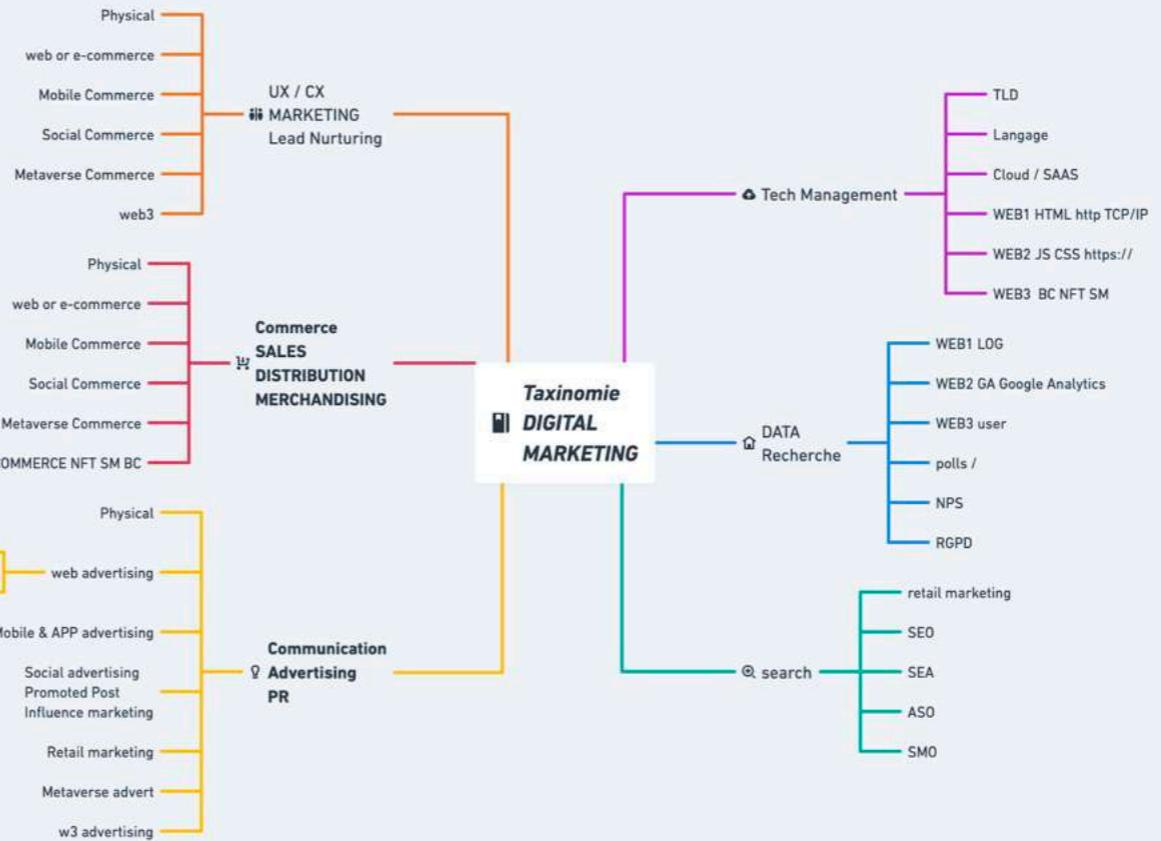
Taxinomie / Taxonomy du Marketing Digital 2022



WEB1 : 1992 - 2005

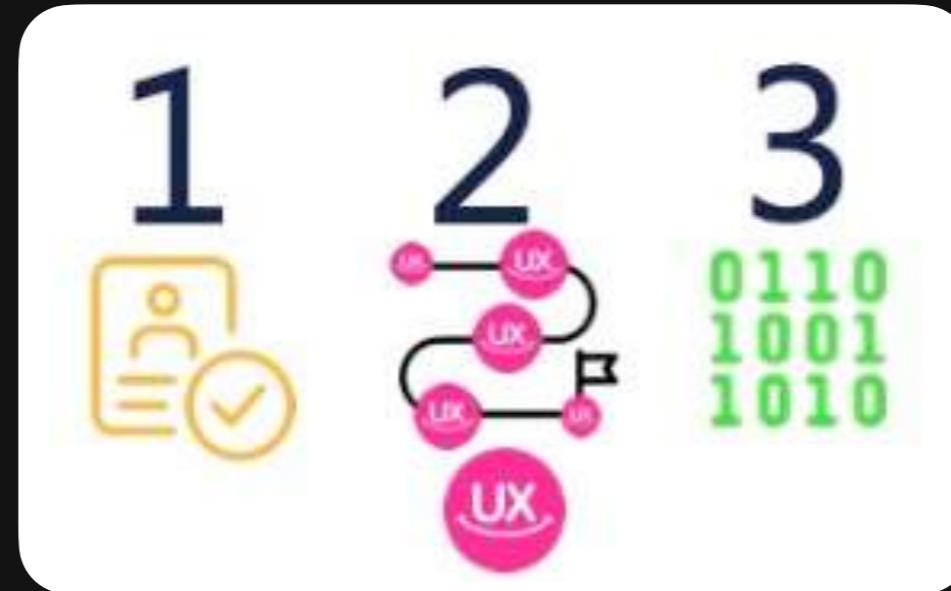
WEB2 : tout le monde interagit sous l'autorité des plateformes

WEB3 chacun possède sa communication





- #1 Proposer des offres qui plaisent aux utilisateurs
- #2 Vérifier que les marges permettent un profit
- #3 « Oublier les deux premières règles »



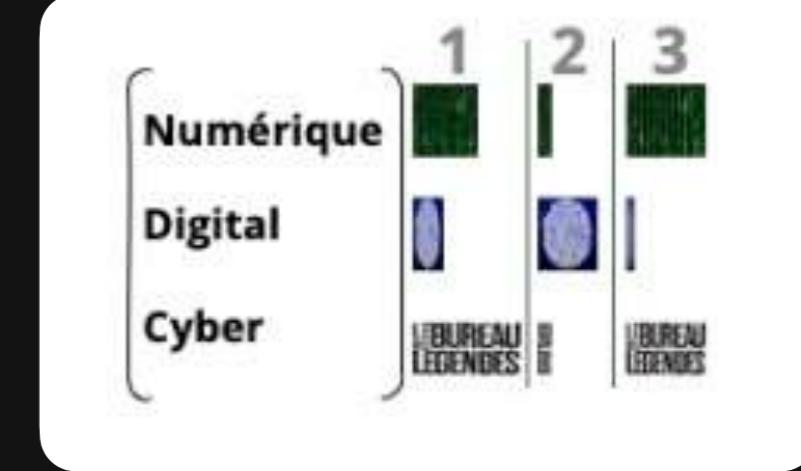
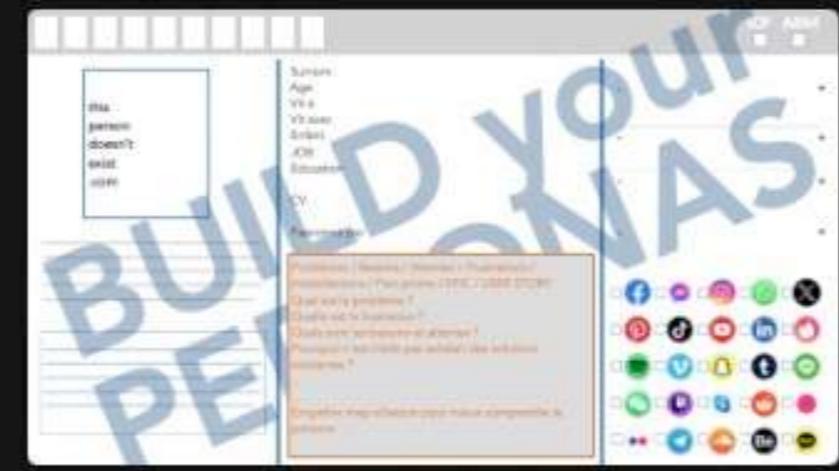
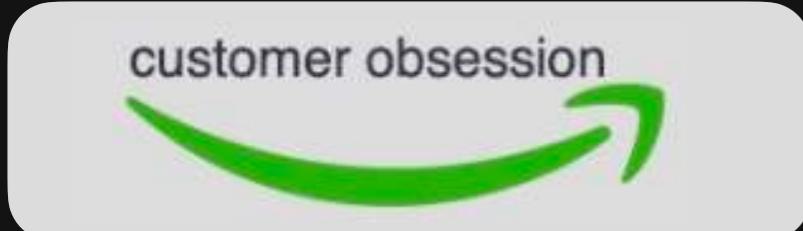
VUCA



1	2	3	4
Philosophique vision culture	Fonction tâche d'entreprise	Stratégique long terme PM + BP	Opérationnelle court terme PA
0 -	0 -	4 -	3 26

DIGITAL → DATA

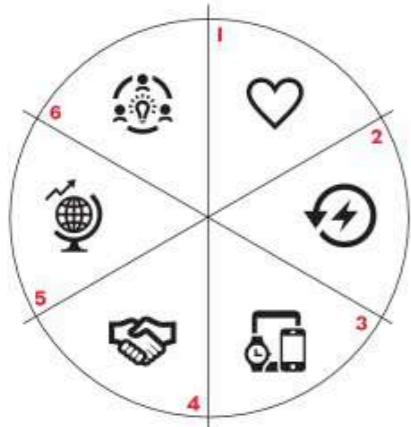
M M M



Act
Think
Impact



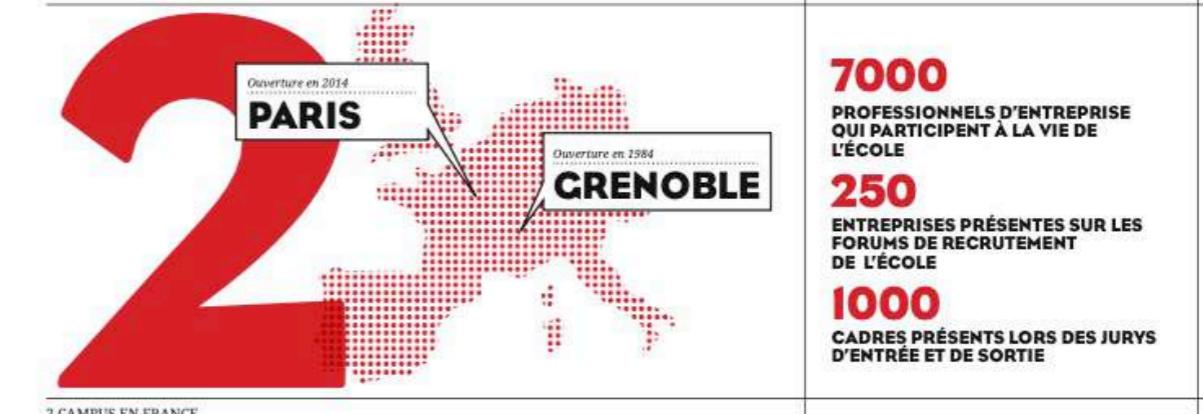
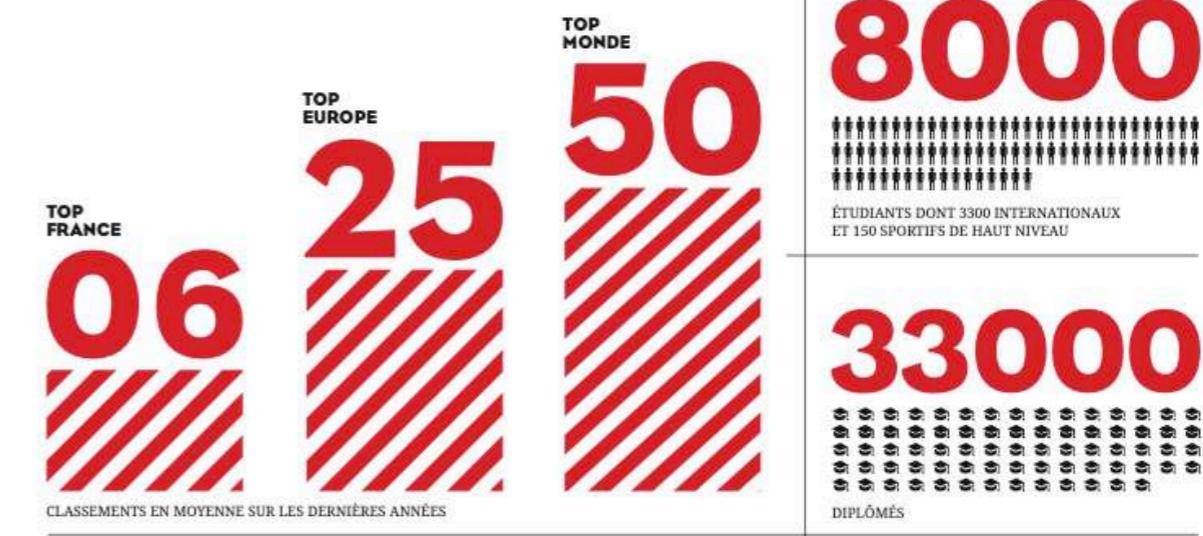
L'école en quelques chiffres.



- CHAIRE PAIX ÉCONOMIQUE, MINDFULNESS, ET BIEN-ÊTRE AU TRAVAIL
- CHAIRE TALENTS DE LA TRANSFORMATION DIGITALE
- CHAIRE FERE FEMMES ET RENOUVEAU ÉCONOMIQUE
- CHAIRE ANOSMIE: RENDRE VISIBLE L'INVISIBLE
- CHAIRE PUBLIC TRUST IN HEALTH
- CHAIRE TERRITOIRES EN TRANSITION

6 EXPERTISES DE RECHERCHE

6 CHAIRES





En rejoignant Grenoble Ecole de Management, vous faites le choix d'une école réellement engagée. Notre mission et notre raison d'être : apporter des réponses, par la formation et la recherche, aux grands défis de la transition écologique, sociétale et économique, et contribuer à un monde plus résilient, plus juste, plus pacifique, plus responsable.

grenoble-em.com



12 rue Pierre Sémard - 38000 Grenoble

183 avenue Jean Lalive - 93500 Pantin

Act
Think
Impact

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