

The background features a large, faint watermark of the Northwestern University seal. The seal is circular and contains the text "ORTHWESTERN UNIVERSITY" around the top edge and "QUAECUMQUE SUPT VERBA" around the bottom edge. In the center, there is a shield with a book and the Greek text "ὁ λόγος καὶ ἀληθεύει χάριτος θείας".

# Components of Marketing's Key Tools

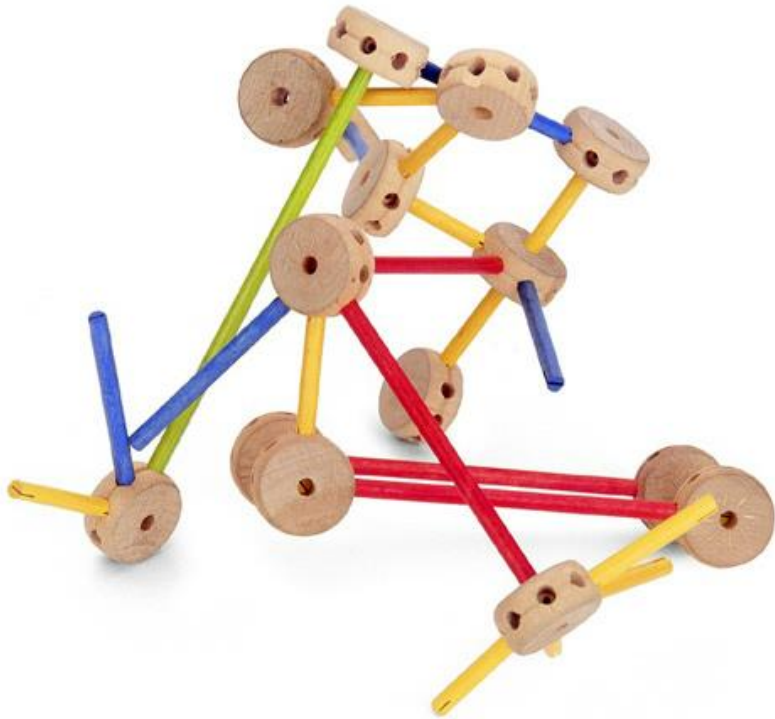
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Ten Minute Update  
WMS, September, 2014

**Reversing the  
Communication Flow.....  
From Outbound to  
Multi-Dimensional**

# **We Live in a Multi-Dimensional World Of Tinker-Toys, Not a Linear World of Legos**



**All Driven by  
Customers, Consumers and  
Prospects.....  
The Needs of the Buyer,  
Not the Seller**

**A Potential Platform for an  
Data-Rich, Interactive,  
Networked Marketplace**

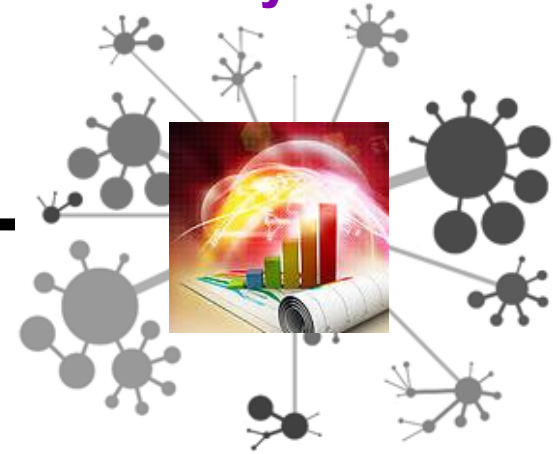
## Network #1: Customers



## Network #2: Data



## Network #3: Analytics



## Network #5: Communication Delivery



## Network #4: Marketing Planning



**Marketers Need New Tools,  
New Techniques, but,  
Most of All, New Thinking**



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