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Nota di contenuto	Marketing Evolution Theory. Scope of Marketing. Evolution of Marketing. Mobile Marketing Revolution. 4S Mobile Marketing Theory. Service. Introduction to Service. Seven Dimensional Model for Service. Service Marketing Mode. Service Value Marketing. Content. Redefining Content Marketing. Content Management: Mobile Brand Management. Deep Content Management. Big Data Content Marketing. Superuser. Vital Few 214. Behavior Characteristics of the Superuser. Principles of Superuser Application. Law of Superuser Marketing. Space. Introduction to Marketing Space. Network Marketing Space. Mobile Marketing 4.0 - Mobile End-to-End Marketing. Mobile Marketing Space Communication. Mobile Marketing Strategy Management. Organizational Management. Experience Management. Relation Management. Word-of-Mouth Management. Global Marketing. Innovation is a Class. Background of Global Marketing. Trend of Global Marketing. Spiral Economics.
Sommario/riassunto	With the development of mobile internet technology, people's lifestyle and consumer behavior are changing rapidly. Nowadays, the products on the market are updating more and more frequently, and the traditional marketing theory and brand theory fail to get with the mobile internet. So, what's the innovative marketing to take in the new era? Since 2012, China has entered into the mobile era, and became a

major country of mobile internet application. The book summarizes the experience of the author accumulated from many trials and errors in management and marketing innovation, so as to form the pattern of management and marketing for the next 30 years. Mobile Marketing Management lays the foundation for the new era with four pillars: service, substance, superuser, space, known as 4S theory for short. In view of the concept of customer-first, it is all about service, and products become productized service concepts. In view of the failure of mass communication, the competition among all services becomes the competition of substance differentiation. Regarding the popularity of self-organization, it becomes a trend to cooperate with people rather than the company to develop the market. In view of the principle of fuzzy market boundary, the enterprises shall optimize their living space and evolve their development space. This book contains numerous case studies along with analysis and creates the discipline of mobile marketing management, providing innovative theories, methods and tools for the marketing of enterprises. Through this book, readers can master the marketing methods of the mobile internet era. They can apply the marketing theory in this book to guide the marketing practice, thus improving marketing efficiency and reducing marketing costs.
