

Re-categorization and possible innovative, primary Systemic entire Marketing Re-articulations in Western btob services' firms

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Abstract

By also defining originally challenging services' Marketing Re-categorizations, this paper focuses successful systemic re-orientation to point out and to promote outstanding changes and relevant up grading of schemes, structures and contents of various primary btob Marketing, into dynamic and continuously updated Western services' enterprises. With specific conceptualizations and deductions, both reinforced by results of a rolling, continuative Research (also involving direct and indirect comparison of a lot of practices), this paper discusses possible re-articulation (and re-naming) of various whole, innovative and primary (into relevant services' enterprises) btob Systemic Marketing, each involving different and superior Sets of components to largely reinforce services enterprise's complete and whole Marketing. According to our thesis, a portion of dynamic and really services btob systemic firms, could get more and more value improvements also by choosing number (and contents) of "re-shaped" and innovative constructs that (also through a disruptive language) fully refine their comprehensive entire "btob" Marketing. Specifically, this paper introduces also for leading btob (Western) services' enterprises, innovative series of possible (like in successful btob) "B" Sets and "B" Models non conforming to traditional marketing mixes.

Without forget the risk to excessively and un-correctly consider techno bases of btob practices in Western Countries, our proposal specifically points out that relevance and power of Brand (newly included in constructs like "B-P") can be better enlarged and used by successful new entire, synergy and "B" based Systemic Marketing' re-articulation for primary and large btob services' enterprises.

Keywords

Btob services enterprises' Marketing Re-categorizations; Marketing Re-configurations; New "B" Sets; "B-P" centrality; "btob " Multi "B" Sets based Advanced Systemic Marketing' Re-articulations

1. Introduction, objectives and methodology

Almost forty years ago, two specific and unconventional books (of a new Italian “Book Series”) were incisively (in that past times) dedicated to focus new basics of up graded embryonic btob (called “industrial” in large sense) Marketing, with more relevant topics, primarily derived from Demand Analysis (Fiocca, 1981) and hard related to specific (not btoc) and refined “Marketing Planning” (Marino et others, 1982). Now, waiting for incoming beginning of third decade of Third Millennium, further Theoretical and Academic progressive contributions indicate the possibility to ameliorate knowledge and practices of more growing (specifically referred to Western enterprises) btob Marketing (Tunisini, 2017) As also in Western services ‘ enterprises (and in Western world at all), a lot of un-completed and un-conforming btob Marketing can be better refined and focused and flanked by innovative and disruptive versions.

So this paper aims to emphasize further possible and potential ameliorations and up grading (via various innovative and not only apical re-configurations) that also disruptively could be adopted and launched by a portion of relevant Western services’ enterprises. Our methodology includes a combination of extensions (and re-interpretations) of relevant literature and our disruptive “decoding” of results referred to our continuous and rolling Research including confrontations with practices of a qualitative sample of leader, large and multinational services‘ enterprises. Also with comparisons and innovative and disruptive approaches, this paper underlines (about services enterprise’ btob Marketing) possible innovative proposals, and relevant up grading, without specific exclusive reference to situation that can be referred to specific hybrids (with btob and btoc simultaneously involved for similar services and firms).

This paper, also evidences interrelations between (innovative too) possible advanced (and innovative at all) Re-categorizations (not only related to re-classifications of btob goods and services) of btob Marketing, and Re-configurations (of btob Marketing) also depending on btob Marketing Re- articulations for outstanding Western services’ enterprises in a position to launch relevant break-through and so on in Western Countries.

2. Basic limitations and constraints that also in practices restrain relevant possible up grading and disruptive versions of Western services enterprises’ btob Marketing

A lot of elements and reasons continue to restrain part of relevant possible evolution and development, reduce (more effective) Reinforcement of btob services enterprises’ Marketing that use incisive Re- composition to reach the ultimate or outstanding btob services enterprises’ Marketing. Insistence on mere physical aspects (not only of goods) also in services field, continuously and negatively restrains the overtaking of a lot of current and un-advanced btob services enterprises’ Marketing (different from physically Customized Marketing). A large number (too conventionally managed) of services that “accompany” physical goods or tangible aspects conceived as “ hard core” (not only in poor or traditional Logistics and delivery or similar situations), suffer in term of btob Marketing. In addition, various btob Marketing remain often limited by an emphasis on rationality supposed as large determinant of client behavior in btob services enterprises’. A large number of (btob) Marketing are weak when intangible aspects are reduced or considered (and managed) secondary against “material core” that reduces benefits for btob clients. Often (poor) services as that related physical goods distribution, transport and so on are in a large part of cases, not really connected to a very effective (and primarily generator of consistent intangible benefits) strong services’ enterprises (btob) Marketing. Normally, confusions, misunderstanding,

mistakes and deformations reduce a possible complete and correct definition and launching of specifically strong and effective intangible –immaterial components when services are poor or weak due to only “physical” (and only pseudo) dominance in services’ btob Marketing. Problems also derive from usual difficult or Marketing myopia in generating real intangible and immaterial services with strong benefits not only and primarily based on (core or not) physical aspects. Nature of business is frequently not well defined, not well interpreted or related with appropriate strong services btob Marketing (Pencarelli T. et others, 2009). In addition in presence of only poor goods or weak physical aspects, services not well designed and not well launched causes poor (or weak) Marketing, without aggressive and intangible benefits and related to not effective Propositions and so on! Often a part of current btob Marketing are weak, and not strong services ‘(enterprises) Marketing at all!. In addition, these Marketing are too traditional or too similar to poor ones, in presence of bad or inadequate definition of the scale and “targeting”. In addition, various situations of un complete or not so effective Marketing are poorly focusing or weakly emphasizing relevant (or potentially important) peripheral services (Normann, 1984 and 1992).

Furthermore, in various specific situations, Business models are not incisive, not sufficiently supportive of image, and not logically structured to favorite a client centered approach for (potentially) impacting services (btob) Marketing. (Gummesson, 2012). So, to ameliorate and up grading a large part of (consequently poor or weak and opaque) btob services Marketing it is also necessary to overtake effects of limitations about services classification and services enterprises’ btob Marketing Categorizations (and configurations).

3. Other remarks on services distinctions and on a lot of btob services’ and services ‘clients classifications, specifically related to services’ btob Marketing.

A part of (ever or now not advanced and only weakly involved in btob Marketing) services’ distinctions and classifications are not sufficient also as consequence of explosive and climbing (also related to Digitalizations) services’ participation to primary Countries’ GNP in the World. And also to more and more growing (ad Brand and so on) relevance of the image (Baccarani C. and Golinelli G.M., 2015). Important distinctions are more and more necessary between services (intensively or not) related to tangible and physical topics involved in core (Marketing) itself versus services not (or low) related to tangible and physical goods and aspects, included in btob Propositions (for the clients). Great differences are also involved in relation to nature (and not only typology) of clients of clients (of btob enterprises) in business and in btob Marketing. So, only a (relevant) part of btob clients (of btob Marketing) sell not to btob clients but to final consumers (different from btob final user), in a lot of clusters, like Franchising, Retail, Entertainment, and so on. (Mattiacci A. and Pastore A., 2013). Consequently, to correctly and incisively set up up graded btob Marketing in these (different) classifications, the nature (btob or btoc or both) of clients of the clients, is relevant. So, all Retailers related (by own physical shops) to final consumers (called Shoppers) are btob clients that can be involved by a specific (hybrid) btob Marketing, called Trade Marketing, very different from other ones like Logistics related and so on. In a lot of cases, the same physical goods can be simultaneously involved in Retail respectively by a btoc (or Consumer) Marketing related to final Consumers, and by (various) btob Marketing that connect Retailer and Brander (or Brander-Manufacturer) enterprises. So Trade Marketing or similar ones and complementary btob (only transactional or different) marketing can be focused. Furthermore, various another criteria, involved in (marketing oriented) services’ classification are related to the (not physically intended) “distance “ (in the “Filiera”) between btob service by (initial) Seller (enterprise), other btob Buyer and final (not professional)

services for consumer as final client of the btoc (and not necessary Retailer) enterprises. Primarily with reference to (eventually reduced by the initial Seller) limited “distance”, various effective and incisive services’ btob Marketing emphasize in (for the btob own clients) Proposition advantages directly or intensively translated into important benefits perceived by the client of the client, or by final (btoc) consumer (Gronross et Voima, 2013). In these (interesting and profitable) situations, btob Marketing referred to (enterprise) btob Client as Buyer, is consistency conscious of final consumer choices’ key factors, derived (explicit or not) by final consumer ‘ needs, wants, expectations and so on. (Ferrero, 2013)

In addition, enlarged and enriched services’ classifications well and complete consider differently role and impact of dematerialization and various typologies of intangibility. It’s necessary to distinguish not only between immaterial services that in fact cover or not cover delivery (or similar) of tangible goods (or aspects) and hybrids like btob Logistics and btob Trade Marketing or similar ones. Completely immaterial and totally intangible services are different from services that (also or partially) imply physical delivery, transportation and reselling (like in Wholesale activities) of tangible goods (for Retail, Wholesale and so on). Intangibilities of services can partially derive from the presence of a btob Brand Image, reputation and so on. So, immaterial services and intangible ones are not the same or perfectly synonym!. And obviously a lot of services are changing, are climbing, in consequence of the transition from selling of tangible goods or physical goods to renting, leasing and so on of same goods, transformed into immaterial services. Also as the consequence of the passage from insourcing to outsourcing (like in btob Logistics with a fee payment and so on), an increasing number and percentage of combinations of services and related tangibles are more and more involved as btob also via Portals (with or without App and related to App for final consumer in btoc also). The renaissance of (in past declined) Wholesalers (with btob client related to final consumer or user) are now intense in btob, in a large number (not only btoc) services Models not only related to physical good involved. So btob (via web) Wholesale enterprises are rapidly growing not only in Tourism, and especially in Accomodation, Hotels and so on.

Also (completely or not) immaterial and intangible services (eventually combined with secondary tangibles like that in Digital worlds) are increasing in number, percentage and importance, in advanced Economies and Countries. Not only as consequence of the large diffusion of ICT, Digitals, software and similar ones. (Day S.G.,2013). An increasing number of ICT, Digitals, software and devices, can more and more be used to generate innovation and occasion of new and also(completely and not) immaterial and intangible offering also! Not only btob e-commerce is increasing in a climbing number of sectors and btob business also!

As primary effects of the numerous and main (not only complete and not only via web) dematerializations with large diffusion of immaterial–intangible (related not only to devices and so on) a large number of services are referring to the growth and developments of occasion and intensity of potential opportunities with impact on profit and results on value and co-value (also in btob shared Economy). Largely increasing (branded) btob services (enterprises) Marketing possibilities are now related not only to a passage from Propositions with “generic benefits” (for btob client and for btob service enterprises) to that with “value for money”. An increasing part of current co-valuing and btob (services) Propositions are related to a new kind of exchange in our neologism called: “value for value”. Consequently, a large percentage of intensively increasing number of really (and also completely) immaterial and intangible services more and more are involved to launch btob Marketing with enriched and up graded Propositions also related to better or different services’ classifications and categorizations. And more and more to a new and advanced btob Marketing categorizations not only of relational type. Current and expected dynamic and changing scenarios, markets and demands, require also in btob Marketing, a swift not only from transactional to relational

approaches with enrichment of various typologies related to innovative and disruptive services enterprises' btob Marketing Re-configurations. So it's necessary to more meditate btob Marketing and the relevant btob Marketing Re-categorization question.

Various btob Marketing are not ever well defined or refined, when, for example, these are not involving and not correctly considering : complete profiling of client, nature, dynamics and trend of demand, nature, ranking and articulation of all (also symbolic) needs, wants, desires and so on, and not only referred to intrinsic nature of (core) service and so on. To correctly (with demand-client orientation) translate into advantages and benefits not only intrinsic characteristics of core and peripheral services, specific enlargement (with refining) and Re-categorizations of Marketing (and Proposition) are required in a co-valuing and enlarged value perspective that also overtakes (and largely ameliorates) previous, partial and not updated btob Marketing Categorizations.

4. Typically traditional and a lot of (not completely or correctly) updated btob Marketing Categorizations in btob services enterprises.

In (only or primarily) services fields, traditional categorizations of service's (firm) btob Marketing are too basic and can be particularly distinguished into generic and specific ones. Generic ones includes all typologies of Marketing (at the first level) categorized with reference to too simple (and not really Marketing) parameters. So it could be better to focus and differentiate large typologies for example in relation or not to relevant btoc connections, like in case of distinctions between:

- Trade Marketing (in btob Food Trade) with relevant connections to btoc Retail and reference also to goods distribution and logistics service to Retailer, combined with other primary and intangibles services
- Corporate Marketing (as Banking for btob clients) with weak or without connections with btoc Retail and only with intangibles primary service and secondary immaterial services, etc.

Specific (but sometimes not perfect or not correctly shaped and configured) but ever traditional categorizations are defined in a different way, that emphasizes only a basic kind of Marketing like Pivot, completed by normally one ancillary (and sometimes partial) Marketing as (in a single enterprise) combination (for example) of :

- (Customer)Relationship Marketing, with large (and not ever satisfactory) diffusion in an increasing number of btob (and hybrid with btoc) fields (not necessary with advanced or large and leader enterprises);
- Communication Marketing, largely diffused not only in "physically" and "techno" based Business emphasizing 4P (or similarly) based btob services' Marketing.

More recently, in addition, other (not ever convincing) normally supporting categorizations are occurred and remain largely (or partially) used in every single enterprises in a List that primarily includes (in addition to related Portals, E-commerce Sites and similar ones) :

- Web-Internet (or Digital) Marketing and specifically Viral Marketing, App Marketing and Internet Marketing. These often are primarily or essentially (with a lot of mistakes) Web Communication and not complete or really Web Marketing. That can open to specific Web Network (of clients, etcetera), Social Network as media and as channel of exchange, interaction, data collecting, and so on.
- (normally automated) C.R.M. (Customer Relationship Management, often used in addition to a large "Customer data base and data Warehouse") to be combined with one or more other (above mentioned) Marketing

5. Tentative ranging of current btob services 'enterprises' Marketing categorizations by number of elements involved in

Nor only referred to real services enterprises btob Marketing, related Categorizations can also be ranged with reference to number of specific or generic (sub) Marketing composing every whole services' btob Marketing of a single enterprise. As suggested in Table 1., Categorizations can be one of four general alternatives, depending on number of primary elements involved in every services btob (entire) Marketing of every single enterprise. As suggested here, we focus (in the case of single enterprise' choices) in Table 1. these possible alternatives (also for every relevant Brand of the same firm):

Table 1. Range of services enterprises' btob Marketing Categorizations by number of elements involved in

Mono Categorizations
Dual Categorizations
Triadic Categorizations
Multiple (with four or more elements) Categorizations

Source: Our proposal

With no reference to merely (product or service focused) Customized situations (related or not to a services Customized btob Marketing), for every relevant Brand (Business or large clusters of btob clients and so on) every mentioned range includes four large kind of services' btob Marketing (normally or not) involved by a single enterprise (or Brand and so on). Ranging of these four Categorizations depends on a lot of reasons and situation and no to only on size and leadership of Brand and (whole) enterprise. So a single Brand (or Firm) can activate mono or dual, or Multiple (with three elements or more) own btob Marketing Categorization (different from goods' Category at all).

Categorizations here Mono, can be considered as involving or only one (named with additional adjective) Marketing for the whole single enterprise (with only one primary Brand or equivalent) or one referred to a specific Brand (of the same enterprise) and in addition a second one related to all the rest of every single btob enterprise. main sub orders of (compact or not) btob Marketing (observed or activated in every single entire enterprise). Mono services btob Marketing activated simultaneously by a single Brand and by the rest of the whole single firm are more interesting compared with Mono with an only one set activated by single (entire) firm. Recently and currently for example, Mono of both two typologies uses (for all important Brands and for part or all segment of clients involved) variations of the same Experiential (techno also) Marketing part of which is considered as supportive (and inclusive of Communication). Like in totally (exaggerated) full version proposed by Schmitt (1999).

So typical (in btob) Mono (as sole and complete) services enterprise' btob Marketing of this sub macro order is (in a declining number of cases and percentage) diffused and used (normally also by small and micro btob enterprises) as (total) Relational Marketing or Relationship Marketing. Mono (or other increased situation, with possible errors) like Experiential Marketing can (largely, with exaggerations) interpreted as in Schmitt (1999).

Second sub macro Order of these (btob Marketing) Mono Categorizations is referred to cases of typically incomplete (but used as sole Marketing by a single enterprise) supportive Marketing, but considered sufficient by a lot of entire single firm. Normally this happens in situations of Web Marketing or Communication Marketing (often confused with real Web Marketing). These other various Mono Marketing are used as sole (if incomplete) Marketing in combination with CRM (where M is referred to Management not to Marketing) or in combination with Web (or Off line) Communication and so on, specifically when also micro firm (particularly) are confident on Viral Marketing and similar ones. (Charlesworth, 2014).

6. Dual Categorizations of btob Marketing in single specific btob Western services' enterprises

Categorizations here (as in mentioned above Table 1.) named Dual normally are including (both considered relevant by a single firm) cases of single firm (or Brand or Division, or Macro business and so on) that combines two main (supposed) symbiotic and synergic (supposed) effective Marketing parts, by which (expected but not ever really able to do this) to complete (also as impact) a whole entire btob (effective and incisive) Marketing Configuration. In other cases of Dual categorizations you in fact note the presence of two real parts (of mentioned two) plus a supportive not determinant (for the whole single firm) Marketing. In other words, in more diffused cases (normally also by a portion of medium and rarely by an intense percentage of large firms) single (entire) firm or enterprise uses Dual Combination shaped with Relational (or Relationship) Marketing combined with Service Marketing. And other one, like supportive Web Marketing, or Social marketing or Communication Marketing. In smaller (but normally not micro) firms it can be now found, as typical Dual (complete or presumed complete) Categorizations, Marketing (for entire single enterprise), derives from the combination of (largely interpreted and practiced) Experiential Marketing and (for example) Web Marketing or similar one. In a large number (and significant percentage) of btob micro and very small enterprises, the mentioned combination (in Dual Categorizations) includes (as second or first part) a (largely practiced as economic and pricing incentive) "Promo" Marketing diffused by a concomitant Viral Marketing or similar one. An (other) interesting (and frequently used not only in typical smaller enterprises) Combination (as Dual Categorizations named) tries to include symbiotic "Promo" (or similar) Marketing and Communication (in a large sense, including the relational efforts of Sales Force or Relational Accounts -Manager' Team) Marketing Obviously, the effectiveness of these and other Dual combinations is different from one case to others in various (specifically Western) btob Marketing and related firms and enterprises.

7. Triadic and Multiple (with four or more elements) btob services enterprises' Marketing Categorizations and related specific Marketing involved in

Categorizations (of btob Marketing involved in a single entire and Western enterprise) also emphasize (more frequent) possibilities related to interesting Tri based (or Triadic) alternatives, with climbing diffusion (in Western Countries) in btob of a increasing number and percentage of (not only large) enterprises, enlarging up to three the number of parts of Marketing included in own whole, entire Marketing. These Triadic Categorizations are various and not depends only on growing relevance of Internet and Digitalizations in current times and in incoming and (expected) future other new "post-post modern Ages", more and more affected by Digital Worlds and by (expected in explosion) Internet of things' potentialities

(Greengard, 2015) and opportunities from Ict based as multi-touch, multi contact (not only for final consumers), multi channel –multi shopping ones and so not only connected to e-commerce and app evolution. Also the (numerous and increasing) Tri-combinations based (or Triadic) Marketing Categorizations can be referred to two main sub orders of macro typologies. Normally an increasing percentage of also smaller (and not niche or segment' leader) btob enterprises are more and more interested in trying combinations of “Promo” Marketing, (weak) Relationship Marketing, and (initial) Web (or Digital) Marketing, in presence of e-commerce or not. In a limited percentage of cases (btob services) Experiential (or generically Experience) Marketing can be included (in alternative to weak or incentive Promo or Relational one). In the second Order of Triadic Categorizations, normally (not smaller) firms and enterprises also reinforce Triadic Marketing (or Triadic Marketing Configurations) with a lot of other (not ever Marketing) parts, like (nor ever satisfying) automatic CRM (Frow P. and others, 2013), portion of Experiential Marketing and so on. Table 1. also contains and focuses a portion of possible (more than Triadic) Multiple btob Services Marketing, normally not so diffused now but growing up in no homogeneous ways in an increasing (but not ever convincing) portion of btob services large enterprises' Marketing.

Also a relevant part of Multiple (more than Triadic) Marketing Categorizations (as indicated in Table 1.), are really (or currently) marginal or weak and not comparable to other more effective and incisive btob Marketing typologies (and also Categorizations). A lot of Marketing Categorizations are Multiple only apparently and include poor (supportive) parts, weak in term of btob Marketing. Not Multiple (Triadic or more) Categorizations sometimes can get more and better results also in presence of embedded (but effective) marketing s parts and components or sometimes in case of relevant “implicit” (parts of) Marketing. Too apparently (and so called) Multiple Categorization are not really Multiple and not effective (but marginal) btob Marketing Categorizations. A large number of (also Multiple) btob Categorizations are often referred to really (only) embryonic or “pseudo” (services' enterprises') btob Marketing and also to “quasi” btob (effective) services enterprises' Marketing. Not only in consequence of limited or inadequate and not specific services Marketing culture and incisivity.(Barile S. and others, 2016).

8. Innovative and disruptive Re-categorizations referred to emerging re-configured Multi “B’s” based btob upper, systemic and relevant btob services enterprises ‘ Marketing

Not only generically additional, but also really emerging, and also disruptive new Re-categorization of services enterprises' btob Marketing, are possible in these post-post modern Ages (Marino, 2015) related to innovative and more complex, more systemic Re-configurations of btob Marketing, that can and could effectively be defined, approached and (in Western world largely affected by emotions, as Bauman evidences also in 2013b) activated by a portion of relevant (Western) enterprises. In a short (but gradually enlargeable) number of (leader, large and multinational) btob service' enterprises, various untraditional (and more articulated, not only Multidimensional – Multiple) Multi (and Multiple) Sets based btob Marketing now become possible. Built not only as more symbiotic, and more and more multi touch refined, various multi direct contacting and propositional whole Corporate btob Marketing (for whole firm at all). Or for every relevant Brand, sector, class of macro business and so on) can be shaped and launched. These new Configurations of btob services enterprise Marketing are including a larger number of parts and new combinations of these parts, defined and activated (primarily) in a smart and relevant services' btob firms (not only more

and more interested in “Big data”, “Data Analytics”, open R&D and so on). As in our innovative proposal (for a very small percentage of primary services’ firms), new composite and effective Constructs are to be included in a lot of specific (and not generically Multidimensional and Multiple) really Multi Sets based, Corporate btob Marketing. In every single relevant services enterprise every this (largely different) Corporate Marketing becomes Mega as derived from re-articulated Configurations, including relevant (and all Multidimensional and Multiple) partially new, primary Parties, and up graded-augmented Combinations. All supported by various Multi Sets (in and by single firm) differently named and activated. Every superior Mega btob services btob Marketing not only includes the innovative combinations of primary Multi Set named Bunch (Marino, 2015) that integrates various entire (and revised) single (not traditional) Marketing. In every this (not consolidated) up graded Mega Configuration, other combinations of Multi Sets are systemically addicted to an unique composition of (up to five, normally ameliorated also in systemic ways) specific and well integrated Marketing like : relationship marketing, web marketing, techno marketing, eventually and also combined with green-sustainable marketing, emotional marketing or similar. In other situations the number of these specific and combined marketing (involved in Bunch of mentioned Mega Marketing) is reduced and sustained by a lot of supportive Parts, including not only CRM, but for example, Big data, Data Analytics, etcetera. Not only to complete and to sustain more effective Propositions. Specifically in every (Multidimensional) Multiple Multi Sets (with a lot of single articulated Set) based Mega Marketing, very improving and performing firms launch and activate a lot of Super Sets and other Sets. Combinations and compositions involved in every btob (services enterprises’) Mega Marketing are shaped and defined as Nuclei of Super Sets, every one inclusive of other specific Sets !. Every new kind of these Mega Marketing is supported by a specific and articulated Multi B’s (Mega Marketing) Model.

Interesting and up graded btob (services enterprise’) Mega Marketing Re-configuration derives from a re-articulation based on various “B” (involved in one of the possible specific Models). So, portion of superior firm can increase effort to activate one of various (and eventually the apical one) versions bases by assembly a lot of B’ Super Sets and Sets t included in every typology of B’s Model.

Normally with possible duplication (in case of various important Brand included into the single firm), every normal or not apical btob (services enterprise’ whole or Corporate) Marketing can be transformed into an effective Mega Marketing built by systemically activating simultaneously these three Big B’s (like Super Sets):

.BRAND

.’B-P” (Brand-Persuser binomials)

.BUNCH (including three or eventually four or five entire Marketing well amalgamated in a sort of effective and incisive Bouquet)

In addition, the Big Nucleus of these three Big Parties (or Super Set of primary relevant Super B’s) are ie reinforced with another two specific Nucleus of B’ Sets (not super Set). Nucleus including Blend, Boxes and so on. And Nucleus involving Bind (whole, real and perceived, Offering, inclusive of legal, contractual, and “sudden”/not disclosed aspects, without exclusion).

So our (innovative and possible in various versions) proposal (that could be activated by every firm of a portion of really leader, large and multinational services’ enterprises) five (enlargeable and ameliorable) orders of (as Super Sets and Sets) of B’s and involved as and in related five relevant Nuclei that characterize intensity and profile of mentioned (Mega) Marketing Re-Configuration. Obviously, every primary and secondary Nucleus (as single or multiple B’s) can be considered inclusive of a variable number of specific components (or Sub B’s and others). Consequently, it is necessary to chose and vary intensity and typology of

every dynamically chosen, proper, specific (and also more and more advanced) B's Model. Supporting Re-configurations to build up a really Systemic Mega (or really Whole) Marketing!.

Number of sub components, profile, use and articulations of every Nucleus of mentioned (innovative) Five ones and connected compositions also depend on necessity and possibility to dynamically increase value (and co-valuing) and results, relevance and impacts (primarily on Persusers, Stakeholders and competitors) not only by investing and expending but also by continuously balancing structural, strategic, tactical, infra-annual and topic moments - steps and related effects.

In a lot of cases, it could be possible to enlarge and to enrich incisiveness, effectiveness and results of Marketing up graded (to Mega level) by Multi B's Model based Re-configurations that dynamically activate not only one (of five) Nucleus or only Bunch Nucleus of B's but a really Systemic (and complete) Mega Marketing. In our innovative (Systemic Multi B's based) proposal (for every specific outstanding western services' enterprise) mentioned (and potentially apical) Systemic Re-configuration (Golinelli, 2017) is reachable by including all five (or more) entire specific single (but systemically refined) Marketing into (for every primary Brand) a Systemic Bunch (of proper Mega Marketing) also primarily displayed with concomitant Systemic (and really reinforced) Brand and "B-P" Constructs. (Both as Super Sets B's). In addition, these firms could enlarge (and enrich) the mentioned Systemic Re-configuration by launching other Nucleus of ancillary "other B's"(Sets), involving Bind (and eventually Boost and so on), to increase the incisiveness, and not only to launch and to proliferate specific services or service line and so on. Then related Propositions and answer to Persuser (Persons-user) can be intensively ameliorated not by only a single Nucleus, but by Five ones, every of these composed of five or more element, in a Systemic Mega Marketing perspective.

So a small part of leader, large and multinational (western) services' enterprises could try to reach the apical (pro tempore) levels of Marketing results (with systemic attention, approaches, resources, competencies and skills) not only by accelerating the launch (for every large own Brand (reinforced with very incisive "B-P") of own Bunch (like an "assembly" of five entire single Marketing). Systemic Mega Marketing' set up also requires, other B's (as Super Sets, and Sets), or the activation of (all) five mentioned Constructs, including not only Bunch. Boundaries (and perimeter) of mentioned five based Systemic Mega Marketing, number and effectiveness of specific micro components for every one of these five Constructs (involving not only Bunch that includes five single Marketing) can be ameliorated and dynamically (re)defined also with a good use of Big data & data Analytics, Belief, Big supporting instruments (and KPI), Blow up (of new Genders and so on).

It's necessary to better specify the significance of a lot of B's (primary and ancillary ones) involved by the various possible versions of (included in our innovative and disruptive proposal) B's Models (that can be changed or up graded frequently). Brand is really relevant. So this (as also inclusive of various Personifications, Personalizations, values and so on) appears twice (in other words also in "B-P") in mentioned Triad and connected arrangement!.

"B-P" is a Binomial (Marino, 2015) that combine symbiotically (reinforced and multi values) Brand and "P" as Persuser (Persons-of the client involved in decision in every enterprise as btob Client and User both involved as Client and potential Client in btob) and also P like Primary Stakeholder s (in addition to client and including not only Influencers, of course).

Bunch (for every relevant or Big Brand in "Galaxy " like very large Division, etc) and so on in large groups means Bouquet, mélange, amalgam of up to five entire (Systemic) specific Marketing (to be combined into the Mega one !) like : Green-Sustainable Marketing,

Experiential Marketing, Techno Marketing, Web Marketing, Relational Marketing and or similar ones.

Blend is a specific (decided for a period of time or specific territory and so on) tool by which to emphasize reinforcement of a big benefit (or focus) involved by Brand or all other parts of Mega Marketing. Sometimes this (or every) Blend can also contain (portions) of secondary Marketing like Neuro Marketing and so on, with specific emphasis on Emotions and so on.

Boxes are specific Master Platform by which (with also reference to web focus) involving Persuser, and Stakeholders, via Partnership and so on.

Bind (as referred below) is a (different from typical perceived and emphasized Proposition) Construct with enlarged significance and interpretation of typical Offering and consequently considers and involves not only positive and positively perceived, and including “hidden”, disguised or not disclosed contractual and Propositional aspects!.

Boost can sustain specific additional (or not) reinforcement particularly emphasizing and using emphatic Promo, Events and so on.

In western btob a short part of large, leader and multinational Western enterprises, could swift now to Re-configured, refined as enlarged and enriched Advanced Multi Sets Marketing as in our articulated proposal, conceived not only as a superior kind of innovative, intensive and incisive (in Western btob) Corporate Marketing.

Summarizing, outstanding services' enterprises can choose between a lot of Multi Set shaped versions of Re-configured Marketing. A specific lot of services enterprises can move on with a disruptive approach centered on one of various version referred to Re-configuration finalized to activate (btob) Systemic Mega Marketing. Launch and continuously reinforcement of one or more mentioned Systemic (Mega) Marketing gets big results with innovative and multiple ways related to B's Models use. First of all our proposal emphasizes that is not involved (as usual) only one specific (also revised or enlarged) Marketing, but must simultaneously, effectively and creatively be combined (for every large group-Clusters of segments-clients as Persons-Genders and so on) and translated into a Bunch (like a symbiotic and harmonic, perceived and -as unique - appreciated Bouquet) various (symbiotic and really Systemic (as in Golinelli GM 2017' definition) specific type of Marketing. Effective, fostering Bunch (like a Bouquet), is to be helped also by Brand, and binomial “B-P” emerging as relevant combination of (renewed) Brand and Persuser (not only Brand - Product or so on) to increase also perceived and appreciated differentiation and uniqueness by the Client – Persuser '(and other Primary Stakeholder') point of view. Furthermore, other two Sets of B's (one with Blend and Boxes, to reinforce short term or specific moments) and the second one including Boost and Bind (different from generic Offering from the only Enterprise point of view) are involved and de-refined to better and continuously connect and activate effects of: short, medium and long term orientation, strategic and tactics moves, tangible and intangible premiums, hard and soft advances, and so on. Obviously, we can flexibly and early arrange a lot of alternative Multi B Sets Model for these advanced and Multiple Marketing.

Normally, the Triad “Brand, B-P and Bunch” is determinant in various of possible B's Models that also involves a variable number of other ancillary B's like: Blend (sometimes emphasizing or integrating essence involved in every Bunch) and Boxes (Master components to produce delivery of -co- value. etc). Bind and so on. (Marino, 2015)

Various relevant up grading in a lot of (multi) B's Model are also possible by using incisive ancillary B's, not only in case of very large and most important enterprises involved in btob services that are related to (as in our neologism) so called “BIG” Services, as primary source of superior info, data and similar ones, offered or derived from dominant Google, Facebook and so on. Different from Extra Big Data provided by Super computers (expected to be monopolized by Chinese situation!!).

In addition it's very important to emphasize that an effective, complex building and a hardy impacting activation of well Re-configured (and advanced not only at an apical level) Multi B's Model based' btob Mega Marketing also and largely depend on a lot of "secret" know how and outstanding "processes" that differ situation by situation and that cannot be only tentatively shaped by every single (btob) enterprise. Large and specific Systems', Marketing', and Management' competences must be putted into, in case of swift from a generic (pre-advanced) btob Marketing to a largely Multi B's based (btob) Marketing primarily to reach the (pro-tempore) apical level of B's based' Mega btob Marketing.

Therefore to get a (pro tempore) very upper effectiveness, probably it is not sufficient to pursue (by the large and leader multinational -Western- services' enterprise) only a (not completely Systemic and intensive) sort of Advanced 4.0 (btob) Marketing. Large difference can occur between generic (Advanced) 4.0 Marketing and a very Advanced 5.0 Multi B's Model' based Systemic Mega Marketing. Advanced 4.0 Marketing is only based on a (not simple) combination of: 3.0 web, intangible implications of Internet of things, 4.0 data, multiple Communication and interaction, etc. In advanced Multi B's 5.0 Mega (btob) Marketing, every "B" (and cluster of "B") are more and more also involving concomitantly with: 3.0 open innovation approaches, magical (and often related to important B connected to Big services from Big providers) use of Big Data, Mastering tips centered on every source of co- valuing, dynamic, rolling and multiple Propositions, concurrent Double five of constantly updated Personifications-Personalizations, NeuroMarketing, and coverage of every kind of relevant impact to ameliorate perceptions, stimulations, and so on. In these cases, every ancillary B, every relevant "B", every Cluster of "B", and the complete Multi Sets based' Constructs of primary B's and connected aggregates, are involved and continuously produce competitive advantages and co valuing benefits, with also unexpected contribution to values and consequent impressive effects!.

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Biographical sketch

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