

Contents

Part 1 The Path to the Human Mind 1

- 1 **The Path to Marketing 7.0:** Why Social Media, Artificial Intelligence, and Immersive Tech Unlock the Human Mind 3
- 2 **The Threats of Artificial General Intelligence:** Why Minds and Machines Must Coexist for Better Marketing 25
- 3 **The Pitfalls of Marketing in the Digital World:** Why Performance and AI Obsessions Kill Authenticity 45
- 4 **The Challenges of Engaging Augmented Humans:** Why Filtering, Fragmentation, and Frugality Define the New Market 65

Part 2 The Keys to Unlocking the Human Mind 87

- 5 **The Mind-Centric Marketing:** A Guide for Thinking Marketers in the Age of AI 89
- 6 **The Cognitive Mapping:** Observing the Human Mind in Action to Extract Deep Customer Insights 109

Part 3 Essential Marketing Stimuli for Engaging the Human Mind 131

- 7 **Brand Storytelling:** Leveraging Three Storytelling Paths into the Customer's Mind 133
- 8 **Value Proposition:** Tapping into Human Biases to Guide Mental Trade-Offs 153
- 9 **Selling Approach:** Building Trust to Convert with Confidence 173
- 10 **Customer Experience:** Designing Memorable Moments to Inspire Advocacy 195
- Appendix Key Elements of Marketing:** The Relevant Frameworks Behind the Core Models of Marketing 7.0 215

ACKNOWLEDGMENTS 225
ABOUT THE AUTHORS 227
INDEX 229