

THE FUTURE OF MARKETING IS AUSTRIAN

Mark Schaefer, author of *Marketing Rebellion*, believes marketing is fundamentally broken and being more human is the path to saving it.



The Problem	The Solution	
<p>Marketing has lost its way:</p> <ul style="list-style-type: none">• Technology obsession.• Measurement mania.<ul style="list-style-type: none">◦ “Hiding behind dashboards”.• Human values forgotten.	Austrian Economics	Human-Centered Marketing
	<p>Core Humanism.</p> <p>Principle Customer Sovereignty.</p> <p>Insight Empathic Diagnosis.</p> <p>Mechanism Deduce the highest values your customer pursues.</p>	<p>Core Be. More. Human.</p> <p>Principle The customer does the marketing.</p> <p>Insight Live in their homes/offices/factories.</p> <p>Mechanism Find core human truths – deep, deep needs.</p>

An Austrian Future For Marketing

- Make human impressions, not ad impressions.
- Connect with individuals to re-establish trust.
- Help customers create their own value.
- Your brand is what people say about you.
- Marketing is Promise Management.
- Small businesses have an advantage in human-centered marketing.

Utilize Principles of Austrian Economics To Grow Your Business.

Economics For Entrepreneurs is a project of the Mises Institute, to demonstrate how the application of economic principles helps entrepreneurs succeed.

Start your Austrian entrepreneurial journey at e4epod.com/journey