Book Review

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Title:	130 Trends and, Predictions for Digital Marketing 2020
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Introduction

A group of authors described the current situation of business, and predicted what would happen in 2020. They portray a vivid picture of what had happened in the year 2019, and offered their predictions with logical substantiation. It's nice to learn from their predictions, and be prepared to encounter what will happen in 2020. They predictions are neatly divided into 14 categories. That makes it easy to follow and grasp the gist of the book.

Part 1: DIGITAL MARKETING

Advertising for Voice Searches: it is predicted that by 2020, navigation sessions will be conducted without a screen. Marketers must recognize the power of voice searches.

Mobile Advertising Continues to Increase: Mobile advertising is a big portion of digital advertising. Companies allocate more resources towards creating ads for mobile platforms.

Shoppable Posts: Social networks have become an integral part of digital marketing, especially in the retail industry. It is an excellent opportunity for e-commerce and brands on Instagram, since business accounts can posts photos that allow consumers to shop directly from the posts.

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Virtual and Augmented Reality: Both augmented reality and virtual reality have become massively popular and are emerging as one of the great trends in digital marketing. It is expected that augmented reality will end up being more popular than virtual reality.

Interactive Content: Buyers are constantly on the hunt for new experiences and they want more interactivity. Consumers prefer visual and interactive content over traditional formats; it has a high virality potential, increases brand awareness, and generates more engagement.

Advergames: Game Advertisements, or Advergames, are a new marketing and communication tool centered around quick video games. Goals of advergames are not just to sell a product or brand, but also to entertain the user.

Integrated Campaigns: Integrated campaigns use multiple forms in a single campaign. Multiple integrated marketing actions are deployed with a single piece of content.

Storyscaping: Storytelling to connect with potential customers is still a very effective technique, but storyscaping, a new way of creating corporate stories that captivate and influence, is evolving. Storyscaping is based on the principle of trying to effectively connect companies (brands) with people (consumers).

Viraljacking: The procedure of viraljacking is 1) identifying contents that are viral on social media, 2) transforming and adapting them to the brand, 3) participating in existing viral conversations, and 4) creating related and relevant contents to get viral messages online.

Conversion Rate Optimization (CRO): This inbound marketing trend is based on improving the ability to encourage customers or leads to perform a specific action. The CRO is closely linked to data-based marketing with an objective being to improve the conversion rate.

Part 2: SOCIAL MEDIA

Transparency of Data on Facebook: Facebook is expanding their "Why am I seeing this?"feature. If a user clicks on this button, they will see information: on why they see certain contents to create more transparent advertising.

Messaging services for companies with Messenger, WhatsApp, and Instagram: Facebook has focused on improving messaging services for companies through its social networks Messenger, WhatsApp, and Instagram for brands to offer better communication and service through these three applications.

Transparency on Instagram: Instagram is also focusing on increasing transparency by removing the "followed" section, hiding the number of likes a post received from followers, and removing basic functions of detected fraudulent use.

Threads as the new Instagram App: Threads is an app from Instagram that allows users to communicate and share images with close-friend lists. People can only send photos or videos taken in the moment, not from the gallery. Receivers will know where the person they are following is.

Branded Content on Facebook and Instagram: Branded content is changing in 2020. Any content posted by an influencer will be labeled by a mark, allowing users to clearly understand the relationship between the influencer and the brand.

Augmented Reality in Facebook Ads: This form of advertising will open up a whole new world of possibilities!

Purchasing of Advertising Spaces in Videos on Facebook: It was clear that video is king. Advertisers will be able to buy space in certain content, which allows an improvement in the relationship with their audience through the content itself.

New locations for Facebook and Instagram Ads In 2020 advertisers have more options for ad placement: Facebook Search on Facebook and Explore Tab on Instagram.

The Migration of Advertising Investment from Facebook to Instagram Spending on Instagram advertising grew while the investment in Facebook decreased, and higher engagement levels is a direct contributor to the shift.

Integration of Talent Insights on LinkedIn: Linkedin introduced the integration of Talent Insights. When people push the Talent Insights Report tab, the Talent market data will appear. Recruiter--The New LinkedIn App: Recruiter, can send notifications in real-time when a job seeker responds to a message. They can review lists of recommended candidates made up of those they've decided to contact.

Talent Hub LinkedIn: This Is a job applicant tracking solution that collects data from the Recruiter, Employment, and the Apply with LinkedIn (Simple Application) functions. Its objective is to solve the contracting problems that SMEs face.

Improved Engagement Features on LinkedIn: the features are: tagging other users in uploaded photos, reacting in various ways to posts, sending videos through private message, mproving the usability of the app, mproving visibility on group and hashtag posts, and sharing professional documents.

LinkedIn Elevate: The tactic is to Improve influence by sharing smart content. People rely much more on corporate information that is shared by the employees of an organization than by the CEO. It is easier for companies to share business information on social networks.

LinkedIn Live: LinkedIn has developed real-time video functionality. It was the most requested feature of the platform.

Increased Segmentation Tools for LinkedIn Ads: LinkedIn is the perfect platform for B2B advertisers, as it allows them to reach users within a professional environment.

Advertising on Tik Tok: This is a new platform of social media marketing. Tik Tok now outperforms Facebook, Instagram, YouTube, and Snapchat in the number of monthly downloads. It now incorporates advertising options, making this platform one of the best options for reaching the Gen Z target.

Advertising on Pinterest: This is a new platform of social media advertising, and because of the particularities of the social network, advertising on Pinterest has more in common with SEM than with traditional social ads.

Part 3: VIDEO MARKETING

Live streaming: Live videos allow users to feel like they are directly interacting with the brand hosting the video. Companies can use live videos to publicize new products, demonstrate products, present webinars, feature Q&A sessions, present interviews, and show live visits

Video Podcast: A video podcast is simply a podcast that is also recorded on video. It allows listeners to see what happens during the recording of the show and give a face to the voices they hear. This format creates a new level of closeness to the brand, and it allows audience to better connect with the hosts.

Video E-Learning: Tutorials and DIY videos are the origin of the video boom. Tutorials and explanatory videos are highly sought after.

Video Vlogging for Companies: Vlogging is a popular video trend we see today, especially on YouTube. Companies can use vlogging to bring viewers closer to their brand, and show their company in a more human way that viewers can connect with.

Shoppable Video: With the success of using shoppable photos, the next progression is shoppable videos. Consumers can use videos as a direct way to make purchases and be redirected to product pages.

360° Virtual Reality: 360 degree videos let users consume content in an immersive, interactive, and real way. It is increasingly being used in innovative video marketing strategies.

Growth of Augmented Reality Campaigns: Campaigns using augmented reality are immersive and interactive, leading to an improved user experience and a higher CTR (click to rate).

Video Advertising Continues to Grow: Video ads are a win-win, since not only are they cheap to make but they also generate more engagement than photos alone, particularly for Gen Z cohorts.

Greater Commitment to the UGC (User Generated Content): Users tend to rely more on the opinions of other users than on the brands themselves. This means brands should encourage their fans and audiences to produce content and generate engagement within the brand's own communities.

3D Photo Advertising Applications: This content is easy to create and very funny, providing a fun new medium for advertisers. Right now, 3D photos are a general trend.

Animated Videos: Videos help consumers understand the product or service of a brand. They increase web traffics, leads, and the time users spend on a website. Animated videos are just as powerful as live-action videos. They can feature and explain products and services entertainingly.

Part 4: EMAIL MARKETING

Content Modules and Targeting Model: They consist of Cross-Media Channel that allows marketers to reach more consumers through different channels and Machine Learning and Deliverability to offer a one-to-one experience.

Context Will Shape the Subscriber's Experience: This is what would happen when email platforms or providers deliver based on information related to user behavior, geolocation, and preferences.

Millennials and Big Data will Shape the Future of Email: Millennials and their real-time use of communications will greatly influence the frequency of email, making them more functional in real-time. They will consume messages faster, and they will use Big Data to improve their experience with brands.

The New Generation of Email Automation with a Focus on Content: Emails should be customized on a large scale using artificial intelligence to trigger emails, including highly personalized texts.

In-Email Purchases: Marketers specialized in email marketing believe it will be possible for personalized shopping experiences to become a reality, based on the habits and preferences of subscriber in database. To make purchases directly from email is becoming a reality.

New Level of Opt-In: Permission to Track. Transparency and value is a prerequisite for emails marketing. Marketers must get explicit consent form consumers before sending contents or tracking their behaviors and saving their behavioral data history.

SVOC (single view of the customer): Emails will be used for warning messages notifications with "short messages" that adapt to devices that go beyond mobile phones. Consumer interactions that occur through an email, branded app, or the device that generates the message can lead the user to a website.

CTA (Call to Action) and Subject Are the Most Important Part of the Email: Consumers are increasingly reading emails more and more from their phones.; thus, email contents must be short and feature a prominent call-to-action and engaging subject line.

Promotabs de Gmail. Marketers will be able to send their emails directly to the "Promotions" tab in Gmail. There is the option of "Emails annotation." This annotation will highlight promotional emails within the corresponding tab.

Part 5: Programmatic Advertising

Investment Growth for 2020 and 2021: More advertising investment will be purchased using programmatic technologies.

Customized Programmatic Advertising: Programmatic customization is booming, allowing advertisers to improve performance and make ads more relevant with personalized messages.

The introduction of 5G: This technology with high bandwidth allows advertising technology ecosystems to load ads faster, which avoids millisecond delays that cause users to leave a

website.

New Metrics for Programmatic Video Advertising: Brands with a vision of the future should complement their reports with more modern metrics offered by the digital environment.

The Facebook and Google duopoly will continue to dominate the programmatic landscape: Combined programmatic advertising in Facebook and Google constitutes a duopoly that will dominate the programmatic landscape.

Connected TV: This is an opportunity to develop new business models that break the glass ceiling of advertising investment in the traditional television systems. The growing use of automation and big data allows connected TV to deliver advertising that is increasingly tailored to the viewer's interests.

Part 6: NATIVE ADVERTISING & BRANDED CONTENT

Native Advertising Metrics: More and more specific measurements for native advertising are being developed. In the native advertising and branded content environment, it makes sense to focus on KPIs that are related to engagement and the user's response to content.

Native Advertising Formats: Native advertising and branded content support a wide variety of formats and locations. The newest formats are as follows: 1) In-Feed ads, 2) Paid Search Ads, 3) Recommendation Widgets, 4) Promotional Lists, 5) Ads with native elements, and Custom Formats.

The Growing Use and Knowledge of Native Advertising: Native advertising is more effective than traditional ads; It increases brand affinity enhances the brand's reputation.

Increased Investment in Native Advertising: The revenue for native advertising will grow which tends to account for most of the investments in Branded Content so far.

Increased Native Technology Suppliers: There has been a significant increase in supply in native technology. The number of providers in the native environment has doubled.

Branded Content with Influencers: Branded content with influencers has a new twist and once again becomes one of the most outstanding trends of 2020. Influencers will now be the direct creators of the brand's content, Collaborations must be organic.

Part 7: CONTENT MARKETING

Webinars Remain a Trend: Users say they prefer webinars to another content format. In order to make webinars more fresh, marketer should use the following tactics: 1) serializing webinars as if it were a series program, 2 infusing the brand into the experience, 3) being more interactive, and offering content that makes it possible to contact the audience.

A Result from the Same Website by Search: With Google's last update, users won't be able to see more than two results from the same site in a single search. If more than two are displayed, it's because Google's system has determined that for that specific search it was interesting to show more options.

Visual Storytelling: Visual storytelling has grown in popularity over the past few years. This means using tools such as graphics, images, info graphics, gifs or videos. The purpose is to generate more engagement with the viewers to make them feel certain emotions.

Educating the Consumer: Today, users do not buy products, but solutions to their problems; therefore, advertisers will stop promoting ads for impressions, but instead they should provide consumers with something useful and practical. This is the main objective of content marketing.

Using Technology to Explore Interests: Marketers must create effective, high-quality advertising that is useful to the consumer. That's why marketers need to generate, analyze, and use only high-value information that gives insight into the interests and needs of the audience.

Trend in Content Distribution--Social Media Wins by Far: Social media offers a lot of important information for understanding audiences, so marketers are using a wide variety of tools and technologies that help process all this information. Right tools are needed to analyze information, optimize content, and extract future improvements or trends.

Growth in Content Marketing Investment: Marketers who specialize in content creation say they have seen their brand budget increase for this type of format.

Google Will Stop Indexing Flash: It is time to say goodbye to pages made with Flash. Google will stop indexing them for good. Its zero compatibility with the mobile world, and the security issues they include, are two decisive reasons for this action.

Part 8: INBOUND MARKETING

Chats and Messages Direct messaging apps such as Whats App or Facebook Messenger have changed the way we communicate in recent years. And now, this revolution is coming to inbound marketing.

Video Marketing: Video is still trending in inbound marketing. With improved smart phone cameras and increasingly popular formats such as live video, which requires no editing, this format is more accessible for brands of all sizes.

YouTube Cards for Lead Acquisition: YouTube's "i" button allows marketers to capture leads in a very simple way. This icon appears at the top right of the videos. There are also other strategic points on YouTube channel for marketers to attract and convert consumers.

Progressive Forms: It is necessary to use forms to qualify contacts and assess whether a consumer is a potential customer. Asking for too much information can cause the visitor to leave before completing the form. Progressive forms intelligently resolve this dilemma by "remembering" the user and showing them only the fields that they have not yet completed on a previous visit.

From Conversion Funnel to Conversion Cycle: The conversion funnel has been changed into the conversion flywheel, a moving cycle that covers the following phases:

Public Relations in Inbound Marketing: Public relations is one of top trends for 2020. This tactic is based on cultivating the brand's relationship with the media and getting them to talk about the brand organically, without having to pay for sponsored content.

Predictive Sales Rating: This automates the process by using an algorithm that analyzes what the lead has in common with clients who have converted in the past, and then gives it a score based on their conversion possibility.

Natural Language Processing: This is an area of artificial intelligence that keeps moving forward and has multiple applications for marketers. Next-generation language processing systems can distinguish between passing mentions of a brand and those that have a purchase intent, and offer the brand a list of potentially interested customers.

A/B Testing in SEO: SEO A/B testing allows marketers to isolate variables that actually work when it comes to attracting traffic. With this information, it is possible to make structured changes to existing content to improve the positioning of a page with relatively little effort.

The Rise of Podcasting Content: Podcasts are a booming trend for 2020. Podcast listeners are very loyal. Listeners are willing to listen to ads while listening to an episode. In short, podcasts are a great opportunity to inject brands into the day-to-day lives of their target audience.

Artificial Intelligence and Machine Learning: This has the potential to alter virtually every aspect of inbound marketing. Marketers should start with a strategy to change customer's perceptions of AI before including it in their marketing plans.

Automation and Email Marketing: Email is not dead; it is evolving. Consumers don't mind receiving emails frequently, as long as they're relevant to their needs. Sending personalized and relevant communications can be a challenge when managing a large database.

Big Data: The availability of Big Data allows marketers to better understand what consumers are looking for and how they behave. Then they can use this knowledge to give consumers what they truly want. Big Data can help ensure personalized and user-specific experiences throughout the buyer journey.

Inbound Sales--Improved Sales Thanks to Collaborative Language: The most successful sales managers are those who use a collaborative vocabulary. Collaborative language implies that there is a whole team of people willing to help customers solve their problems.

Social Selling--Progressive Increase in the Use of Social Media to Start and Close Sales Processes: Sales managers must use social media to contact potential customers to fill their pipeline, Companies are now using social selling.

Part 9: SEO

RankBrain: Google can now recognize the "human" concepts behind keywords thanks to RankBrain, and we have to take this development seriously when it comes to assessing what SEO trends look like in 2020. RankBrain refers to the name Google gives to the machine learning and artificial intelligence system to help process its search results.

Chatbots in SEO: Chatbots solve doubts and provide information much more effectively and economically than people. The effective use of Chatbots allows companies to collect feedback and information about frequently asked questions and behavior patterns.

Strengthen your E-A-T on Google: It focuses on something that all content creators should do: read and understand the "Search Quality Rater Guidelines" and the E-A-T concept (Expertise, Authoritativeness, Trustworthiness). Google explained the requirements and recommendations that they use to evaluate social relevance and rank content in its results.

Position 0 in Google: Voice searches are a "must" right now, but many companies don't know how to appear in them. In order to appear in voice searches, contents must be in position 0. Semantics is important in this aspect of your organic positioning.

Local SEO is Synonymous with Voice Search: Everything local is synonymous with voice searches. Marketers have to manage their local presence, and ensure that their content marketing is written very well along this line. so as not to miss the voice searches train.

Web Security Matters for Positioning: User safety is a trend. Although it may not initially seem to have a direct relationship with SEO, it does. If a person does not feel safe when visiting a site, it is very likely that they will leave quickly.

Part 10: SEM AND GOOGLE ADS

Google Ads Smart Bidding: Smart Bidding is a subset of automated bid strategies that use machine learning to get more conversions or improve the conversion value for each auction. Smart Bidding offers four key benefits to save time and improve performance: 1) advanced machine learning, 2) wide variety of contextual signals, 3) flexible performance controls, and transparent performance reports.

Constant Updates to Google Algorithms: Google always wants to be a pioneer in creating new rules within digital marketing. That's why with its new algorithm changes, marketers want to encourage digital marketing specialists to pay more attention to new rules when it comes to running their campaigns.

Everything Has Migrated to the Mobile Environment: Mobile internet use has grown With growing IoT technologies, people will be able to access more sources of information. Smart phones are now more desired than laptops or computers.

Audience Targeting: Marketers can add audience targeting to ad groups to reach users based on who they are, what their interests and habits are, what they're looking for, or how they've interacted with their business. This feature can improve the performance of their campaigns.

Bing Joins Visual Search: Visual searches are like text searches in any search engine, but based on uploading an image and then being given a recommendation for the same or similar. If a person takes a photo of something he likes and does a visual search, the search engine will offer him links to products along the same line.

Collaborative Filtering: This is a grouping system that brings users together by shared tastes or preferences. Collaborative filtering can go further, adapting the content it offers to recent tastes, browsing history and trending topics. This allows websites to remain interesting, new, and relevant to individual users.

SEM and SEO Integration: Marketers can see better results in their PPC (pay-per click) campaigns if they integrate it with their organic search engine positioning strategy. A good way to synchronize both parts is to use the keywords from their PPC paid campaigns in SEO.

Amazon's Increase in Paid Advertising: Amazon has not been far behind Google and Facebook. It is now the third most popular paid advertising platform. Advertisers are starting to understand the appeal of advertising on Amazon. Shoppers who are on the site have a clear intention to buy.

PPC Automation: Pay-per-click automation has become a powerful way to improve the performance of campaigns. To take full advantage of the automation of the PPC, marketers need to provide algorithms so that Google can learn from their campaigns, allowing them to improve the machines themselves.

Part 11: DATA Y ANALYTICS

Data Analysis Automation (Big Data Automation): Automation is a huge trend. As a result, productivity is expected to increase globally and non-specialized data scientists can take better advantage of the available data.

Internet of Things (IoT) In 2020, there are more than 20 billion active Internet of Things devices. The more connected devices, the more data is available for analysis. The result is that we will see many more analytics solutions specially designed for devices with the Internet of Things.

In-Memory Computing: Another influential 2020 trend is In-Memory Computing (IMC). Since the cost of memory has been reduced in recent years, memory processing has become a very popular technology solution that offers multiple analysis benefits.

The Rise of Data as a Service: Data as a service is a cloud-based technology that enables customers to access digital files over the internet.

The Growth of Augmented Analytics: The Big Data trend of augmented analytics is quickly becoming the dominant method for 2020. Augmented analytics have revolutionized the paradigm by combining machine learning and artificial intelligence techniques to create a new way of consume analytics.

Data Security and Privacy: Companies will use these tools to improve security, privacy and reliability. A big data trend will take into account when choosing products and solutions for the coming years.

The Development of Personal Devices: Mobile devices are being used in a lot of situations: at home, at work, on the road. At the same time, more and more personal devices are incorporating technologies such as the Internet of Things or augmented reality.

Personal Assistant Technologies: One of the most interesting data trends for 2020 is the technological advancements and changing consumer habits of personal devices.

The Development of Smart Cities: Smart cities involve a need to collect, process and communicate large amounts of Big Data. Smart cities will use data to provide medical assistance, nursing and prevention, personalized citizen-focused marketing campaigns, and more.

Automated Business Content Management: Image and video contents will be analyzed by machines. The machine will use data analytics to provide detailed reports that support the company's digital initiatives.

Machine Learning and the Cloud: Storage has become a popular means of securely storing digital files. Large cloud service providers, such as Microsoft, Apple, and Google, will use cloud-based machine learning to acquire the data science platform market.

Conversational Analytics and Natural Language Processing: The latest big data trend for 2020 is natural language and voice processing. This will make analytics systems easier to use and available to everyone in the company through a simple search system.

Part 12: WEB DESIGN & USER EXPERIENCE (UX)

Three-Dimensional, Real-Time, Context-Based Apps: It has smooth navigation and it doesn't operate in the typical form of screens 1, 2, 3. It works as a whole, where objects work in the same way they would in the real world.

Inclusive Design and Design Based on Diversity: Designing for everyone is a challenge and can put an imagination to test. It involves coming up with new inclusive ideas and learning about diversity and the unique challenges faced by different groups.

How to Design the Banks of the Future: Designers have a role as a nexus between different teams. Technology is a facilitator for relationships and should aim for commitment and customer satisfaction.

Design Adapted to Cultural Values: Companies will begin adapting corporate design to the cultural values of people and brands. The design trend should take into account: Creativity: Execution orientation:, Diversity:, and Empathy.

Simplifying Design and More User Control: Users make decisions in two ways by intuition (the most common way) or by analysis. People do not make decisions rationally, and we are all easily influenced. Designers should take all of these factors into account.

Design Sprint: This is a methodology that allows designers to create prototypes and validate ideas with end users quickly, in order to define the roadmap of a product.

Gradients: They have made a comeback, though this time as dynamic gradients. Gradients give a bit of depth and dynamism to flat designs.

UX Copywriters: They analyze which word corresponds to each place of the website. The entire content strategy, in addition to functional texts and calls to action, will be monitored by UX Copywriters,

Part 13: Ecommerce

Re-commerce: Second-hand e-commerce stores are also called re-commerce. Online stores for used products have never grown so much as they are in 2020. The most prominent reasons for this growth are due to three reasons: greater social awareness of sustainability, the opportunity to get products of a certain price for less money, and the need to keep fashion products and other industries as a trend.

PWA for Ecommerce's: The progressive web app looks and feels like a native mobile app. This trend is expected to be embraced by the most popular ecommerce on the market worldwide.

Ecommerce's with Dynamic Prices: In2020, marketers will need to adopt technologies and strategies to help turn their static prices into dynamic prices, adapting to the reality of the market in real time.

Drone Deliveries Will Finally Arrive: Marketers start experimenting with deliveries using drone technology. The cost of delivery would be reduced. Air regulations for air deliveries using drones, poor battery durability, and inclement weather are barriers.

D2C--The Focus on Direct to Consumer: Companies are using the "direct-to-consumer" model to thrive in their respective industries. The D2C (direct-to-consumer) model is committed to favoring new technologies and ecommerce, and to directly empower production companies. This removes multiple steps from the previous process and allows brands to make their price more competitive.

Smart Speakers Will Be Ecommerce's: Newest Ally Virtual assistants will be the alliest of ecommerce stores, allowing users to buy directly from the speaker.

Cloud Services for Ecommerce: Implementation of cloud services is the main engine of opportunity for retail companies around the world. The Google Cloud Platform (GCP) service enables stores to grow globally by integrating retail software solutions into a centralized platform, providing real-time insights and predictive analytics to help drive operational excellence and help create unique experiences for buyers.

Search Engines are Being Replaced by Marketplaces: Until recently, search engines were the absolute leaders for product or service inquiries. This has now changed: people searching directly for products on leading marketplaces.

Part 14: OOH DIGITAL ADVERTISING

Growth in OOH Advertising: Out of Home digital advertising continues to grow along with digital advertising in the online environment. Outdoor ads on billboards, stadiums, festivals, and means of transport are continuously developing.

3D Holographic Images: 3D holographic images are the answer to help people pay attention to their messages in 2020?

Creating and Delivering Peer-to-Peer Ads: Fence advertising has become democratized as digital signage makes it easier to serve ads from web-based platforms. These connect digital billboard operators with potential advertisers to facilitate the distribution of advertising to reach like-minded audiences.

OOH Controlled via Mobile and Mobile Apps: By integrating scan able QR codes for consumers, a brand can not only take advantage of this strategy, but also gain user data and more easily understand what the interaction with the Out Of Home ad was like.

Review

This free e-book is a very informative one. The authors have written a plausible predictions many of which we have already witnesses. The contents are simple and easy to follow. A major concern for some readers is there are too many digital terms that they are not familiar with. Other than that, when reading this book, one will see that each issue is accompanied with vivid examples to enhance readers' understanding. The authors have profound insights of the subject, and give good advices for those who want to be well prepared for mega trends of 2020.

Nonetheless, the limitation of this book is many predictions are applicable in the US market only. Statistical figures given in this book are about the   phenomena taking places in the USA; thus, marketers in other countries have to select which predictions they can deploy to make strategic decisions in their countries. For exporters who sell their products in the US markets, this book will enlighten them how to strategically practice their business operation to meet with the environmental situations and consumer behaviors in the USA. This is one of the "don't miss" books for all marketers and entrepreneurs who want to do the right things, and do things right in the year 2020 and beyond.

Final Note

I would like to extend my heartfelt thanks and appreciation to all of the authors who contributed their insights to fabricate this book, and make it available as a free e-book. They have created human values by creating profound and thorough insights of business and marketing management. I sincerely take my hat off for their great contribution in the realm of knowledge.