



# **Demand drives value: A new marketing paradigm**

**By Peter Leighton**

# **Almost 80% of products fail within a year of launch.**

Source: IRI's New Product Pacesetters Report



## **The new marketing paradigm: drive demand by engaging users.**

**Leadership means  
blazing new trails;  
otherwise you are  
eating someone's dust.**



**Most leading companies are  
marketing-driven enterprises.**



# There are two types of Companies:



**Predict**

**Innovate**

**Target**

**Engage**

Market approach

Market strategy

Market tactic

Communication style

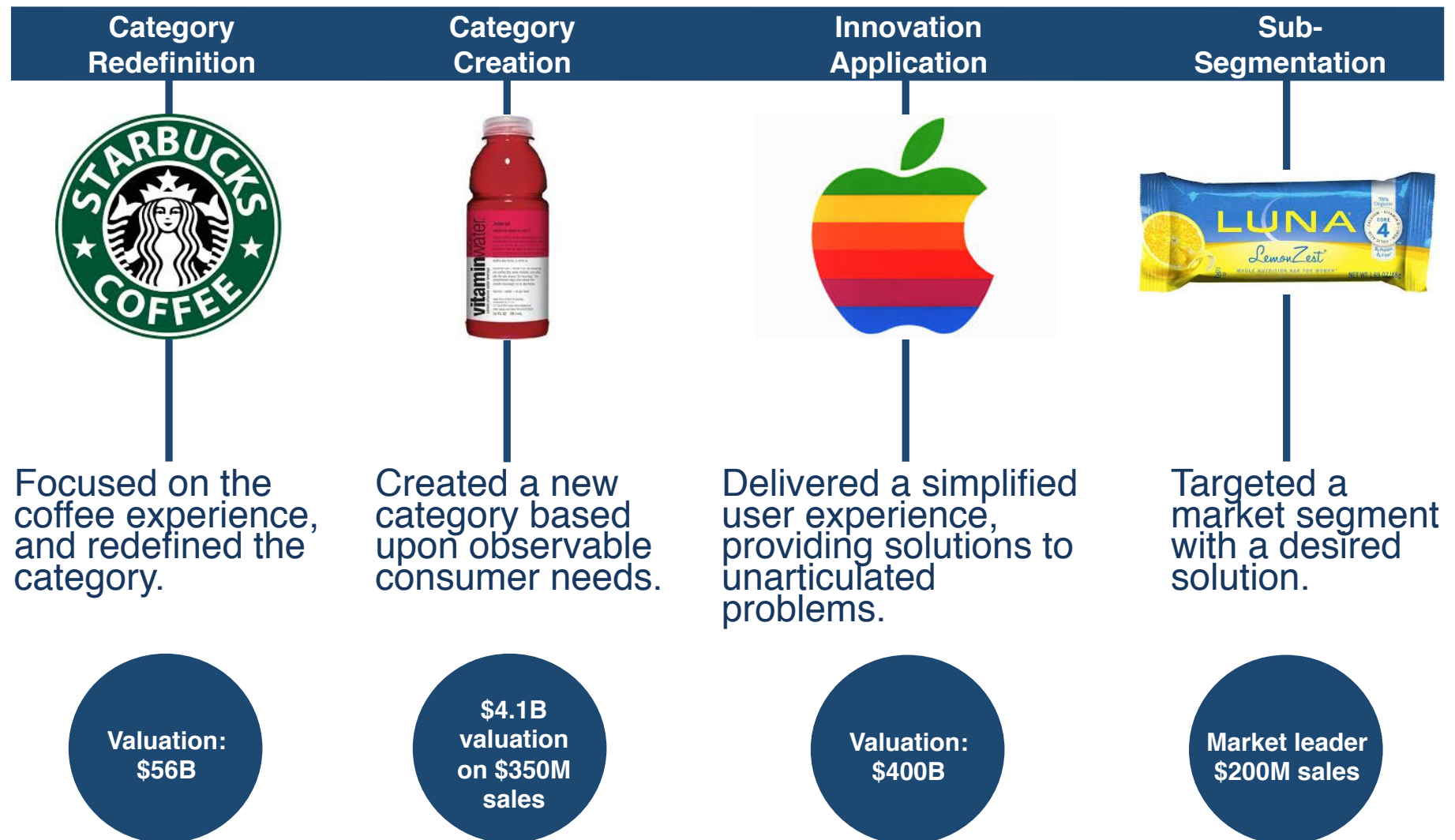
**React**

**Recreate**

**Scale**

**Pitch**

# Some examples of how market-makers drive growth & value:



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**Insightful enterprises are looking for more thoughtful solutions. Taking a better road. Blazing new trails and leaving their competition in the dust.**

**What kind of company are you?**

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