



# B2B Marketing in the Fifth Paradigm

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# Paradigm Shift in Marketing



AI

Blockchain

VR

AR

IoT





B2B marketing will be  
profoundly impacted




# CMO Growth Council:

## Data, Technology & Measurement

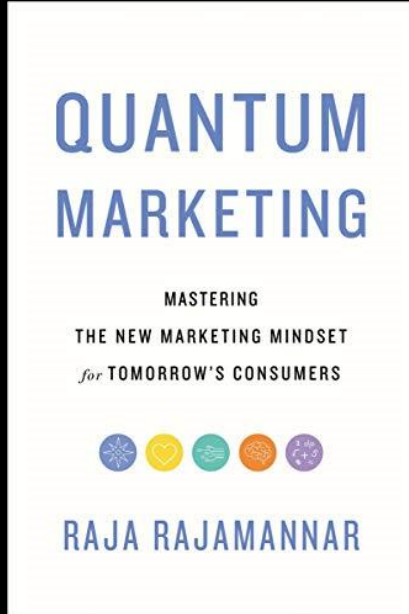
- Transparency in Supply Chain
- Addressability & Privacy
- Cultural Transformation  
Powered by Data and Technology



A person stands in the center of a narrow, cobblestone alleyway, their arms outstretched horizontally. They are silhouetted against a very bright, low sun that creates a large, radiant sunburst effect, filling the scene with a warm, golden light. The sun is positioned directly behind the person, creating a lens flare effect. The alleyway is flanked by dark, textured walls. In the background, a balcony with a decorative metal railing is visible on the right wall, and a bench sits on the cobblestones to the left. The overall mood is one of triumph, freedom, and inspiration.

Marketing is exciting  
and inspiring





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