

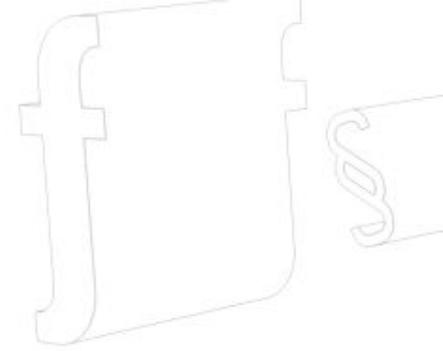
Медведев Маркетинг 

Как строить бизнес в информационную эпоху?

Алексей Осин, основатель Медведев Маркетинг

www.medvedevmarketing.ru

Что произошло?



Информация распространяется мгновенно



Доступ к информации о большом количестве компаний за считанные секунды

Яndex

Google

@mail.ru

Rambler

YAHOO!

msn.

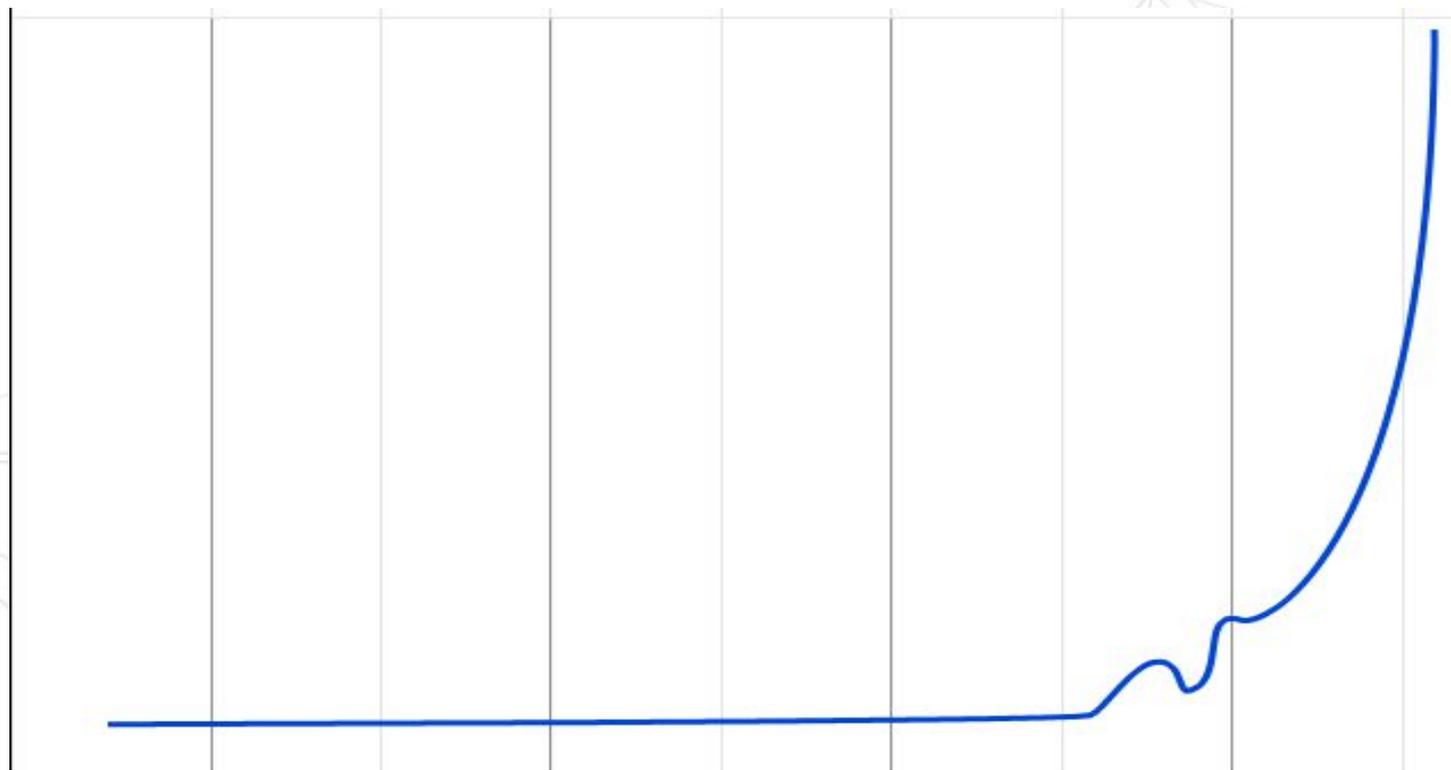
altavista

АПОРТ

bing

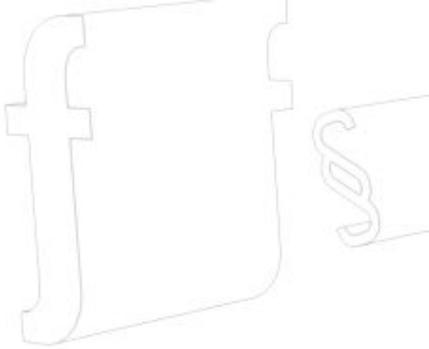
NIGMA.RU

Возможность быстро донести информацию о компании до широкой аудитории

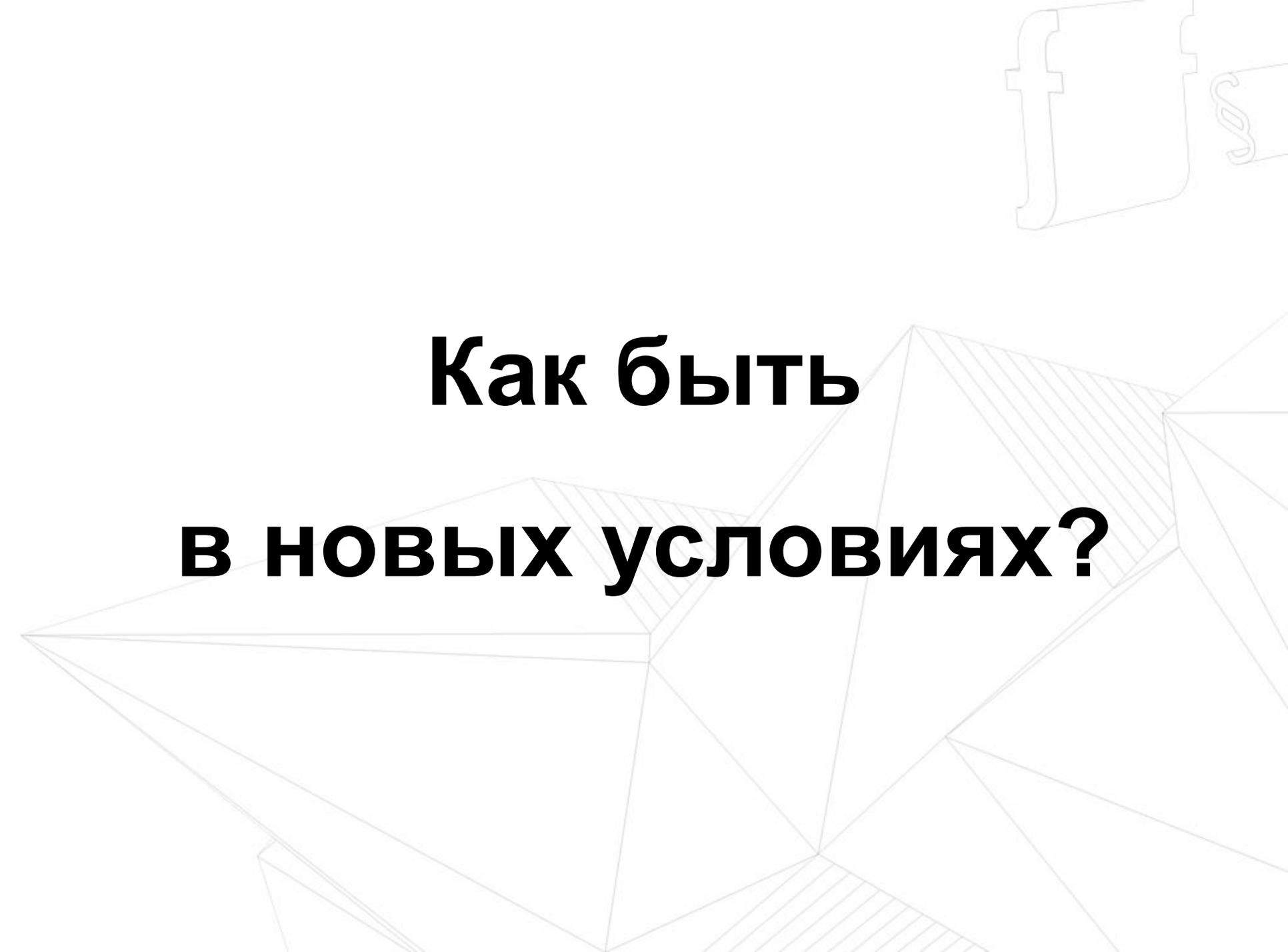


Море возможностей





**Как быть
в новых условиях?**



The background features a complex geometric pattern of overlapping triangles and polygons. Some of these shapes are filled with diagonal hatching. In the top right corner, there are faint, light gray icons for Facebook (the letter 'f') and a stylized signature or logo.

Делать деньги

ИЛИ

Создавать ценность

**Сделали план -
следуем плану**

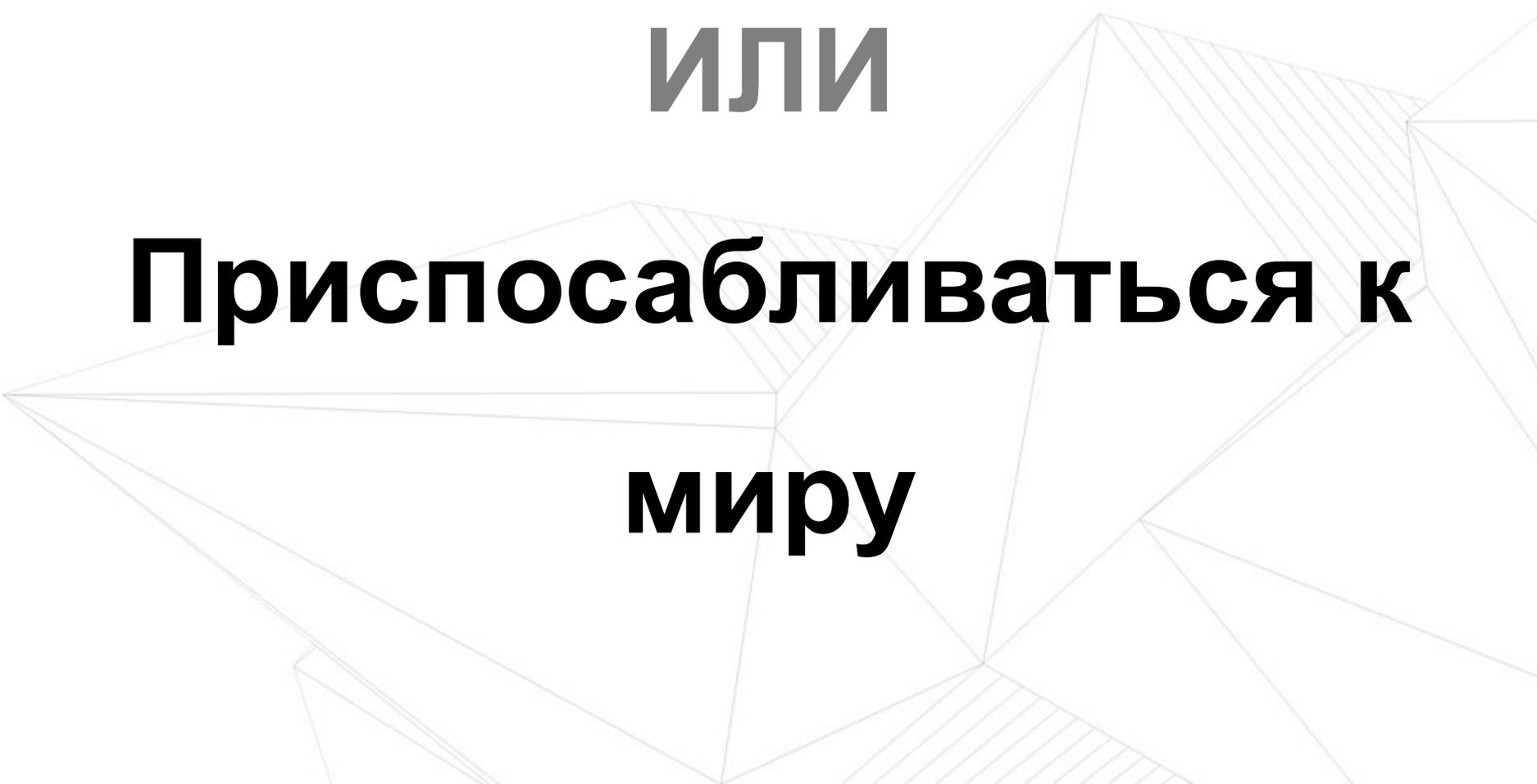
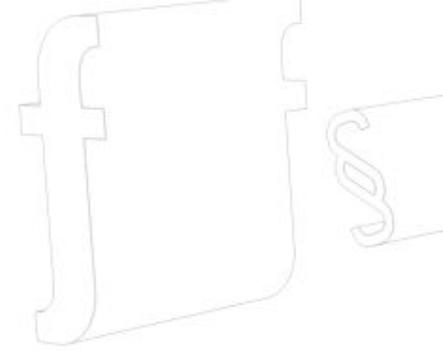
ИЛИ

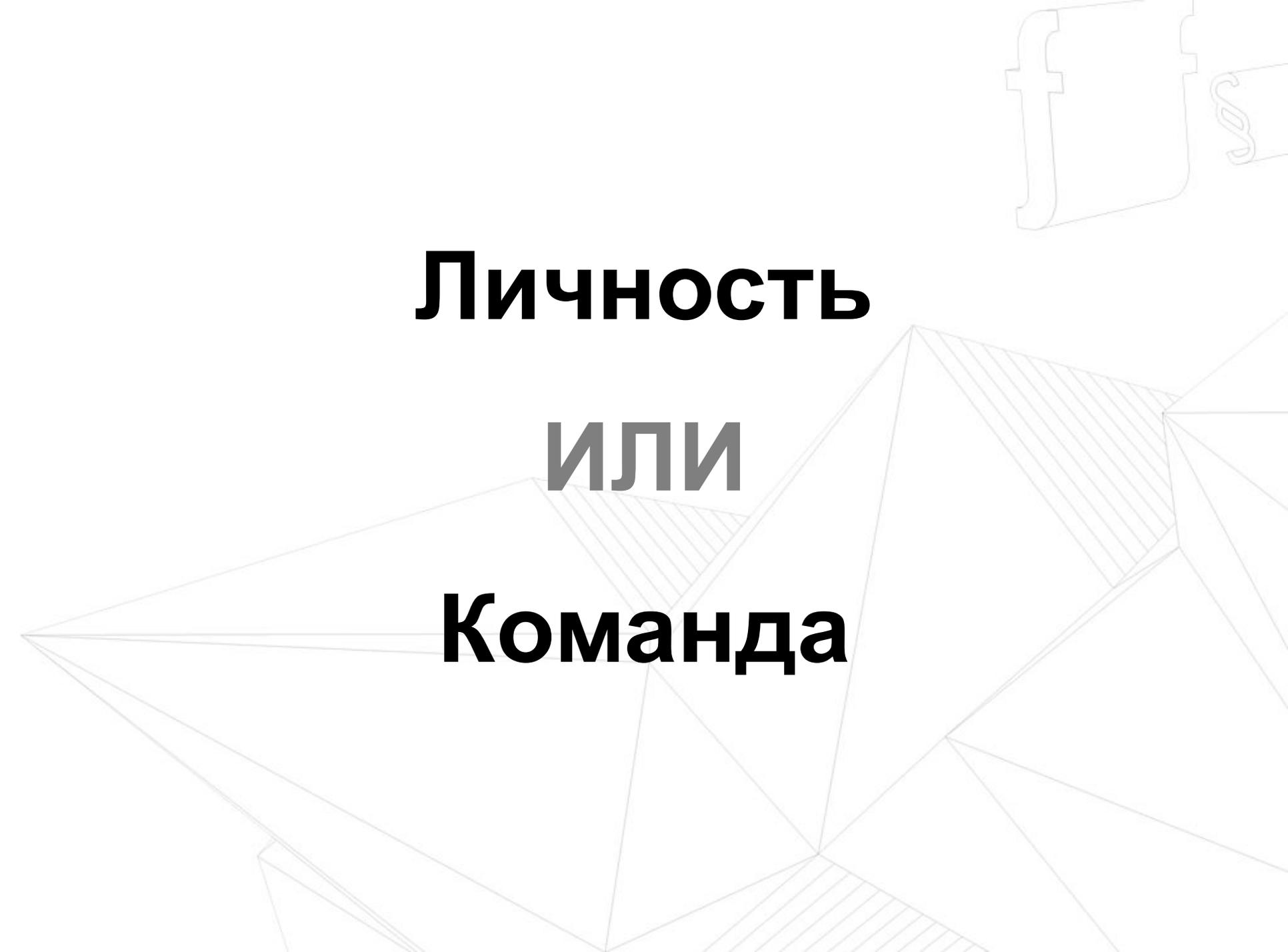
**Сделали план -
слушаем рынок -
меняем план**

Менять мир

ИЛИ

**Приспосабливаться к
миру**

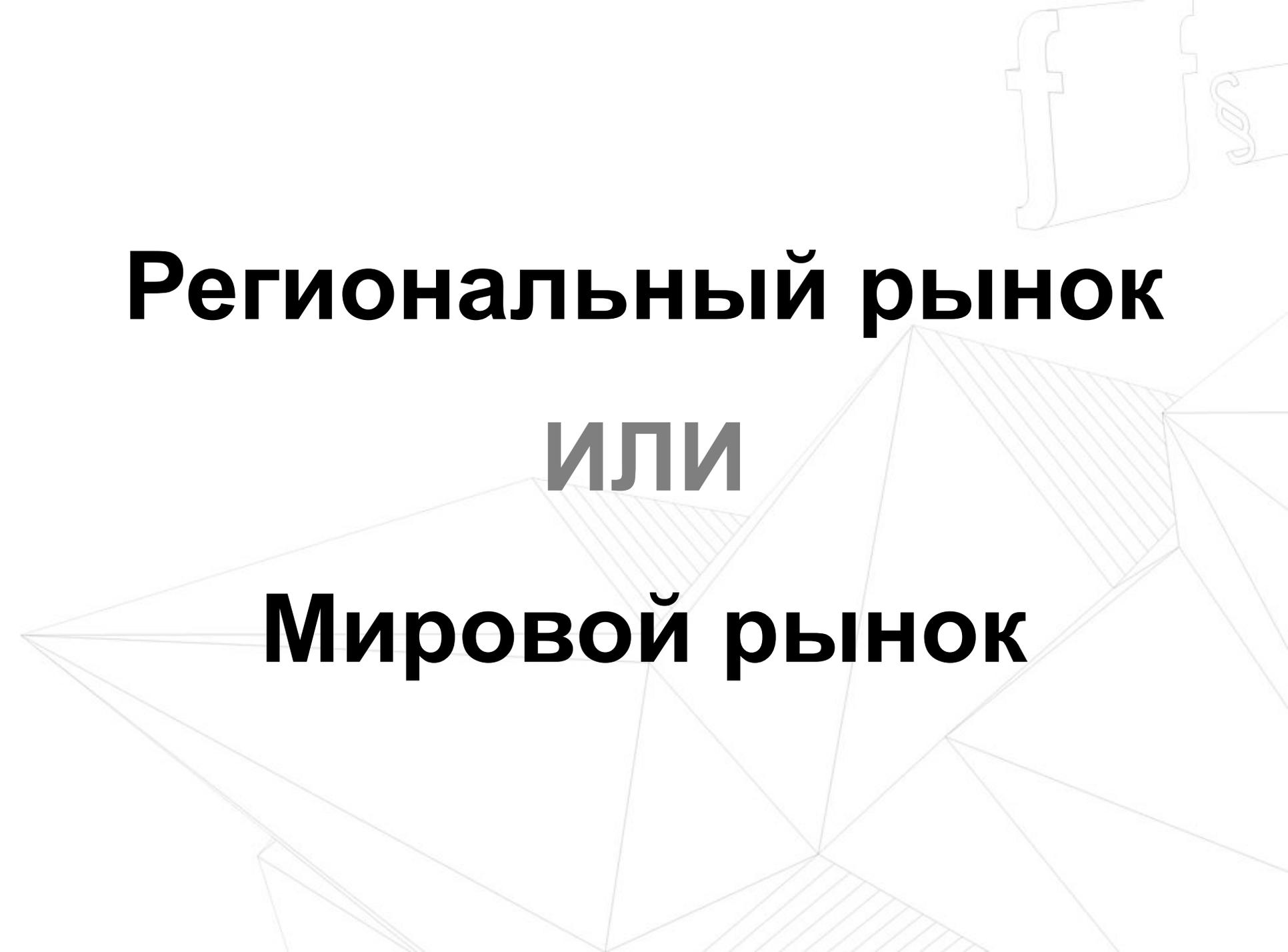


The background features a complex geometric pattern of overlapping triangles and polygons. Some of these shapes are filled with diagonal hatching. In the top right corner, there are faint, light gray icons for Facebook (the letter 'f') and a stylized 'S' logo, possibly representing a social media platform like Snapchat or a similar brand.

Личность

ИЛИ

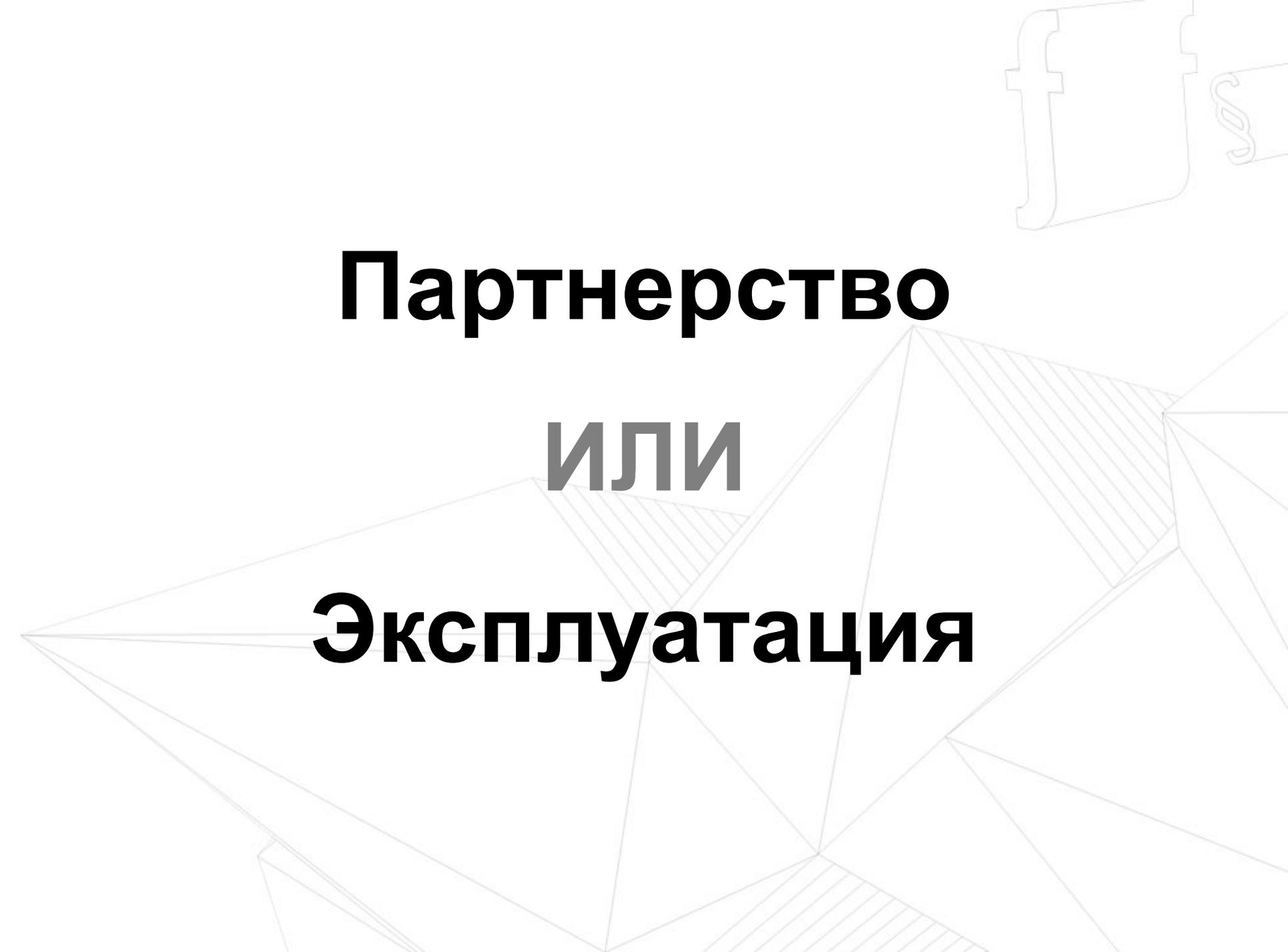
Команда



Региональный рынок

ИЛИ

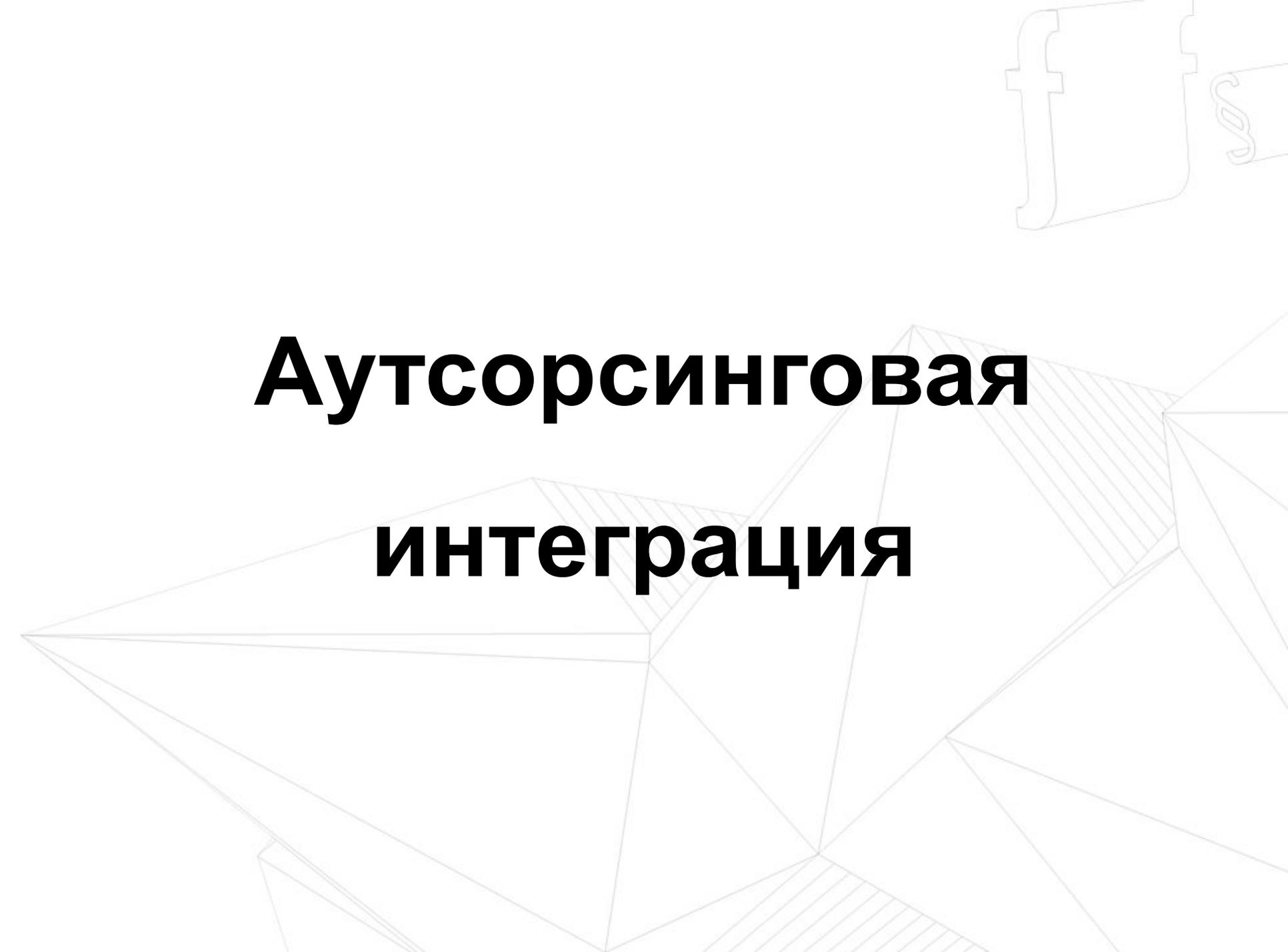
Мировой рынок

The background features a complex geometric pattern of overlapping triangles and polygons. Some of these shapes are filled with diagonal hatching. In the top right corner, there are faint, light gray outlines of social media icons, including the Facebook 'f' logo and the Twitter bird logo.

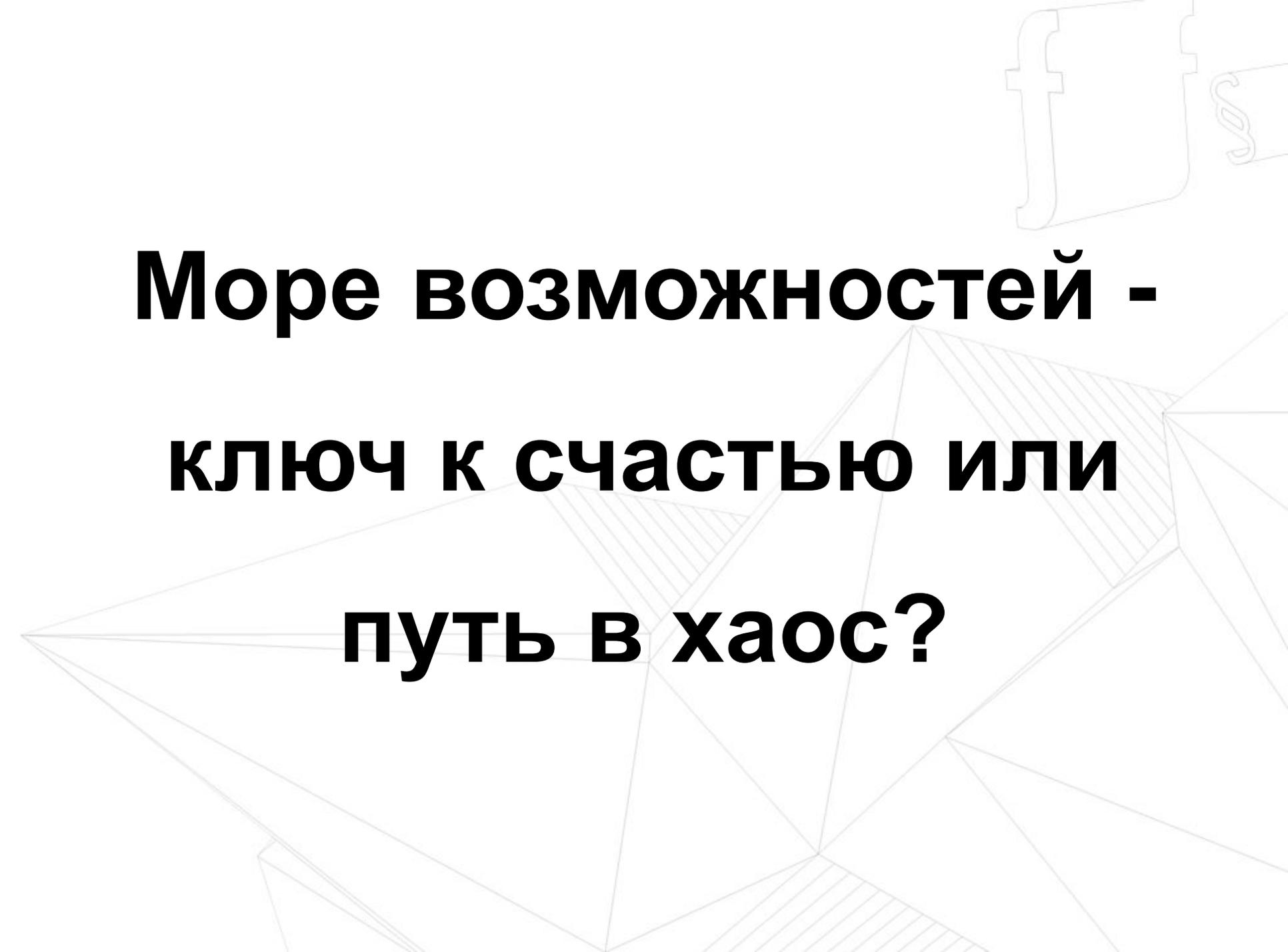
Партнерство

ИЛИ

Эксплуатация

The background features a complex geometric pattern of overlapping, semi-transparent polygons in shades of light gray. In the upper right corner, there are faint, white outlines of social media icons, including the Facebook 'f' logo and the Twitter bird logo.

Аутсорсинговая интеграция

The background features a complex geometric pattern of overlapping triangles and lines, some filled with diagonal hatching. In the top right corner, there are faint, light-colored icons for Facebook and Instagram.

**Море возможностей -
ключ к счастью или
путь в хаос?**

Вместе победим :))



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