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to your target audience to ensure you'll reach the goals you set.

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Posted on January 18, 2018 by Patty Odell. Here are 10 trends excerpted from the book, "Disruptive Marketing: What Growth Hackers, Data Punks and Other Hybrid Thinkers Can Teach Us About Navigating the New Normal" by Geoffrey Colon. 1. Mobile will be the dominant platform. Intelligent devices—smartphones, tablets, watches, wearable gadgets, glasses, microchips, HoloLens, and others—will reshape and remix the marketing world.

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Colon is also the author of the book " Disruptive Marketing: What Growth Hackers, Data Punks, and Other Hybrid Thinkers Can Teach Us About Navigating the New Normal." Colon has helped many...

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## **3 Things You Need to Know About "Disruptive Marketing" Now**

Hi I'm Douglas Burdett, host of The Marketing Book Podcast and I'd like to tell you about the book "Disruptive Marketing: What Growth Hackers, Data Punks, and Other Hybrid Thinkers Can Teach Us About Navigating the New Normal" by Geoffrey Colon. If you're a marketer, you already know that the field is changing dramatically.

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Disruptive Marketing: What Growth Hackers, Data Punks, and Other Hybrid Thinkers Can Teach Us About Navigating the New Normal Geoffrey Colon

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Hardcover HF5415 Author Geoffrey

Colon is a communications designer and social data expert at Microsoft.

#### **Disruptive Marketing: What Growth Hackers, Data Punks, and ...**

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Hackers, Data Punks, And Other Hybrid Thinkers Can Teach Us About Navigating The New Normal

Much more than just a buzzword, disruptive marketing is changing the way we react to, understand and accept companies and their advertising. From a business standpoint, disruptive marketing represents a key shift in an era where promotional strategies update as fast as the technology that carries them.

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Geoffrey Colon, the author of the book *Disruptive Marketing: What Growth Hackers, Data Punks, and Other Hybrid Thinkers Can Teach Us About Navigating the New Normal*, explains that we now live in the world where conversations win over hard selling.

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Not only that, but launching an augmented reality app uses cutting-edge technology and takes into account the importance of mobile, which is one

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Current marketing tactics involve the traditional salesman approach — interrupting people’s daily activities in order to introduce a product which brands believe is the best fit for the consumer. However, brands engaging in data driven disruptive marketing are reaping major benefits.

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