

Hello!  
Bonjour!

## English and French as Official Languages of IIMP<sup>®</sup>

2015 arrived with full energy and new challenges!! IIMP<sup>®</sup> edits its newsletter in English and French to reach more students and professionals.  
C'est un nouveau chemin pour IIMP<sup>®</sup>. Anglais et Français son las langues officielles!

### IIMP<sup>®</sup> recognizes McMaster University as certified institution

The IIMP<sup>®</sup> appoints [McMaster University Centre for Continuing Education \(CEE\)](#), in Hamilton, Ontario, Canada, as an IIMP<sup>®</sup> Recognition Institution. The signed agreement entitles graduates to enter the Associate CMMP<sup>®</sup> program for international certification. [Read more page 3](#)

### More flexibility for marketing professionals enrolling in the CMMP<sup>®</sup> program

IIMP<sup>®</sup> will implement new enrollment rules for Certified Marketing Management Professional (CMMP<sup>®</sup>) designation program, adding marketing stream to extent the opportunity for holding the certification to more professionals. [Read more page 4](#)

### International Journal of Marketing Principles and Practices (IJMPP)

The 5th issue of the IJMPP provides broad picture of challenges which marketers meet in different business settings and urges for continuous enhancement of marketing knowledge leading to efficient strategies and decision-making. [Read more page 6](#)

**Reading Suggestions:** Books about the marketing world to keep you updated of the latest news and developments. Suggestions from From Farhan Majeed, VP Marketing and Communications for Pakistan. Christophe Bisson, President of the IAMS, presents its book entitled *Guide de Gestion Stratégique de l'information pour les PME*. [Read more pages 7 to 9](#)



- ➔ The only globally recognized marketing designation
- ➔ Created by marketing professionals and academics from 192 countries
- ➔ Stay current with the changing practice of Marketing
- ➔ Expand your work opportunities globally
- ➔ Commit to your ongoing training and development in Marketing
- ➔ Register today for the CMMP<sup>®</sup> and get a special discount

The CMMP<sup>®</sup> designation is a globally-recognized and well respected measure of professional and academic excellence in the practice of marketing

CERTIFIED MARKETING MANAGEMENT PROFESSIONALS OF CANADA  
[www.cmmp.ca](http://www.cmmp.ca) • (647) 799-0088

INTERNATIONAL JOURNAL OF  
**MARKETING**  
PRINCIPLES AND PRACTICES

A publication of leading and innovative information in the areas of marketing  
The highest standards of intellectual thought combined with practical relevance  
Provides robust & cutting edge marketing theory & practice  
Vital tool for the benefit of marketers worldwide

#### EDITORIAL TEAM:

**Chuck M. Hermans**  
Senior Vice-President Global Marketing

**Sandra Pedro**  
Senior Public Relations

## **INTEGRITY, KNOWLEDGE, EXCELLENCE AND PROFESSIONALISM**

**Are you looking for ways to expand your professional marketing expertise to a greater reach? What if your personal credentials opened up possibilities in other markets, is that something that would interest you?**



**CMMP**<sup>®</sup>  
CERTIFIED MARKETING MANAGEMENT PROFESSIONAL

The accreditation CMMP<sup>®</sup> (Certified Marketing Management Professional) is a globally-recognized and well respected measure of professional and academic excellence in the practice of marketing. It recognizes the perseverance, dedication and competence of successful marketing professionals all around the world. Those who earn the CMMP<sup>®</sup> demonstrate a deep, yet broad knowledge of marketing. It denotes high professional, educational and ethical standards in marketing and is valuable to those practitioners who earn it, to the clients and organizations they represent and most importantly to the marketing profession itself.

The CMMP<sup>®</sup> program is designed for industry professionals and is considered to be the mark of distinction for those who demonstrate commitment to the marketing profession and to its ethical practice. The CMMP<sup>®</sup> designation is validation that a professional in the field of marketing has successfully demonstrated competency in the knowledge, skills and abilities required to practice marketing effectively in today's business arena.

**Don't Settle for Less, Explore the Highest Standards:  
[www.theiimp.org/cmmp\\_designation](http://www.theiimp.org/cmmp_designation)**



**Nisar Butt, MBA,  
DBA Scholar  
President and  
CEO IIMP®  
nbutt@theiimp.org**

## Reaching to Greater Heights in 2015

Dear Fellows,

The year 2014 has been tremendously memorable for IIMP where our teams made significant advances and achieved major milestones in a number of areas. This year, we are happy to announce that our newsletter is going bilingual (English and French) starting from this issue to reach further members.

The last year commenced with the launch of a number of scholarship programs with a focus to reach out to top performing marketing students, practitioners and researchers all around the world in order to reward them with paid scholarships to facilitate their access to the CMMP designation.

Furthermore, the Student Ambassador Program (ISAP) was introduced in an effort to connect with undergraduate and postgraduate marketing students and educational institutions. Our academic accreditation team reviewed a large number of marketing related degree programs offered by educational institutions in Canada and United States and consequently approved over 70 institutions honouring their prestigious programs that met standards set by IIMP in order to qualify their alumni to enter the CMMP designation.

Additionally, we established alliances, partnerships and appointed key educational institutions to provide classroom training to prepare CMMP candidates. Similarly, our education team received applications from

all over the world from potential candidates wishing to enter CMMP, they screened out and recruited appropriate applicants from several continents. Recently CMMP program have been revised with additional streams in order to welcome experienced professionals.

I highly commend perseverance and hard work of Dr. Dalia Kriksciuniene, as an editor-in-chief of the International Journal of Marketing Principles and Practices (IJMPP), she has diligently selected quality research papers, efficiently managed the editorial board and published the recent issue.

I am grateful to all IIMP team members for their continuous support, dedication and contribution in making a useful facility for marketing community at large. We expect further growth in 2015 and coming. I would like to invite all marketing professionals to get engaged with IIMP.

## Progresser encore plus en 2015

Madame, Monsieur,

L'année 2014 restera mémorable pour IIMP où nos équipes ont fait des progrès considérables dans un certain nombre de domaines. C'est année, nous sommes heureux d'annoncer que notre lettre d'information sera à partir de maintenant bilingue.

L'année dernière a commencé avec le lancement d'un certain nombre de programmes de bourses pour les étudiants les plus performants en marketing, des bourses pour praticiens et chercheurs dans le monde entier afin de les récompenser et leur faciliter l'accès à la désignation CMMP.

En outre, le Programme des Étudiants Ambassadeurs (« PEAI ») a été introduit dans un effort de communiquer vers les étudiants en marketing de premier cycle et de troisième cycle et avec les établissements d'enseignement.

Notre équipe d'accréditation académique a

examiné un grand nombre de programmes d'études liés au marketing offerts par les établissements d'enseignement au Canada et aux États-Unis et, elle a approuvé plus de 70 institutions récompensant leurs programmes prestigieux qui répondaient aux normes fixées par IIMP et permettant à leurs anciens élèves d'obtenir la désignation CMMP.

En outre, nous avons établi des alliances, des partenariats et nommé des établissements d'enseignement clés, pour qu'ils puissent offrir une formation CMMP dans leurs classes et préparer les candidats. Notre équipe de conférence construit de nouvelles connexions mondiales avec des conférences et des événements marketing renommés dans un certain nombre de pays où les représentants IIMP ont participé et informé les professionnels des produits et services de IIMP et CMMP.

De même, notre équipe d'éducation a reçu des demandes du monde entier de candidats potentiels qui souhaitent entrer dans les

programmes CMMP, ils ont éliminé et recruté les candidats appropriés de plusieurs continents. Récemment de nouveaux programmes CMMP dédiés aux professionnels expérimentés ont été créés.

Je félicite vivement la persévérance et le travail acharné du Dr Dalia Kriksciuniene, en tant que rédacteur en chef de *International Journal of Marketing Principles and Practices* (IJMPP), elle a diligemment choisi des articles étayant des recherches de qualité, géré efficacement le comité de rédaction et publié le récent numéro.

Je suis reconnaissant à tous les membres de l'équipe IIMP de leur soutien continu, dévouement et de leur contribution pour créer une plateforme utile à l'ensemble de la communauté de marketing. Nous prévoyons la poursuite de la croissance en 2015 et au-delà. J'invite tous les professionnels du marketing à nous rejoindre.

Cordialement



# IIMP® recognizes McMaster University as certified institution



University as an IIMP® Recognition Institution. Canada now has another institution where students and professionals have the opportunity to access the CMMP® designation program."

Academic institutions have gone through an assessment program offered by the IIMP® and have achieved a status of an "IIMP® Recognition Institution". These institutions are equipped to deliver training courses for completing the necessary topics of CMMP® designations in accordance to contents stated in the CMMP® handbook and prepare candidates to write final exam given by the IIMP®'s head office, in order to earn CMMP® designations. Visit to view list of IIMP Recognized Institutions:

<http://www.theiimp.org/recognized-education-institutions/>



The International Institute of Marketing Professionals (IIMP®) appoints [McMaster University Centre for Continuing Education \(CEE\)](#), in Hamilton, Ontario, Canada, as an IIMP® Recognition Institution. The signed agreement entitles graduates from the McMaster University Marketing Diploma Program to enter the Associate CMMP® program for international certification.

The candidates from McMaster University are, from now on, recognized to have met specific academic requirements to be accepted into the Certified Marketing Management Professionals (CMMP®)

designations. The IIMP® accredited Associate CMMP® is a starter-level certification designed to cater for the needs of professional development of those professionals belonging to disciplines other than marketing.

IIMP® designation holders gain a competitive edge in the marketing industry by achieving a high level of competence that can be demonstrated on a professional level. CMMP® designations will provide marketing practitioners with the specialized knowledge, confidence and credibility needed to get ahead and take charge of their marketing-oriented careers.

Nisar Butt, President and CEO of IIMP®, said: "We are very pleased to have McMaster

## **About McMaster University's CCE:**

McMaster University's Centre for Continuing Education (CCE) has inspired people to discover and achieve through lifelong learning since 1931. Students value our quality instructors with real-world experience and the flexibility and convenience of courses offered at night, on weekends, and online. As one of Canada's largest and leading providers of academic certificate and diploma programs, professional development education, and corporate training, McMaster CCE's purpose is to develop and realize the potential of both individuals and society by providing the education to thrive in a dynamic world. Whether you want to upgrade your current skills, earn a professional designation or make a career change, McMaster's programs will open the doors to learning and accomplishment. Website: [www.mcmastercce.ca](http://www.mcmastercce.ca)

## Additional enrollment criteria More flexibility for marketing professionals enrolling in the CMMP®



**CMMP®**  
CERTIFIED MARKETING MANAGEMENT PROFESSIONAL

courses or (2) they can complete one business and one marketing course if they have two years of additional relevant experience or (3) they are successful holders of CMMP® level 2 (Manager) will qualify to enter the Executive level.

Chartered level is the highest CMMP® designation. Candidates for this accreditation need to have six years minimum experience in areas of marketing or other relevant fields and (1) graduate or master degree in marketing, business or other relevant areas or (2) undergraduate degree in business, marketing or other relevant area plus two years of relevant work experience.. They have to (1) complete eight business and eight marketing courses or (2) complete one business and one marketing course as long as they have four additional relevant experience or (3) they have successfully completed the CMMP® level 3 (Executive) will qualify to enter the Chartered CMMP®.

Nisar Butt, President and CEO of IIMP®, stresses that: "We are delighted to give marketing professionals the opportunity to enroll in CMMP® designation program in a more flexible way. The new enrollment criteria extends the access to CMMP® to a wide range of professionals to improve their skills and capabilities. The professional designation provides marketing practitioners with the specialized knowledge, confidence and credibility needed to get ahead and take charge of their careers in a global economy and competitive market."

These new enrollment rules are effectively implemented in Spring 2015 programs by IIMP® and it's certified study centres.

### *New enrollment rules for marketing professionals access the CMMP® program*

The International Institute of Marketing Professionals (IIMP®) will implement new enrollment rules for Certified Marketing Management Professional (CMMP®) designation program, adding marketing stream to extent the opportunity for holding the certification to more professionals.

The new CMMP® is divided in four levels with several enrollment streams each: Associate, Manager, Executive and Chartered. All candidates have to pass final exam to receive CMMP® designation after completing each level of training.

Candidates for Associate designation need to hold a diploma in business, marketing or other relevant area, one year of work experience in the areas of marketing management or other relevant fields and have to complete a mandatory business and one marketing course. In the absence of completion of mandatory courses, additional one year

of work experience will be required.

Candidates for Manager designation have two options: (1) undergraduate in business, marketing or other relevant area or (2) a diploma in business, marketing or other relevant area and two years of additional relevant work experience. They have to complete four mandatory business and four marketing courses. Who has completed the level 1 (Associate) with success can apply for Manager as long as have at least two additional years of relevant work experience in marketing and sales or other relevant areas.

Executive level has diverse enrollment criteria for professionals apply for CMMP® designation program. They need to have at least four years of relevant work experience in marketing or other relevant areas; (1) must be graduate or hold a masters degree in marketing, business or other relevant areas or (2) have an undergraduate degree in business, marketing or other relevant areas and two years of additional relevant working experience. Candidates have to (1) complete six business and six marketing



Do you want  
to advertise?  
This is your space!!

*Si tu veux publicité ici, contact*

*nous pour plus information:*



[newsletter@theiimp.org](mailto:newsletter@theiimp.org)



Assoc. Prof. Dr. Dalia Kriksciuniene  
**Editor-in-Chief of IJMPP**

**International Journal of Marketing  
 Principles and Practices (IJMPP)  
 Volume 5 - November 2014**

Dear colleagues,

The fifth issue of the International Journal of Marketing Principles and Practices (IJMPP) highlights the diversity of marketing across countries, cultures, markets and institutions. The authors bring to your attention broad scope of marketing targets, models and efforts depending on local conditions, technological development and cross-border integration. One of the goals of the current issue is to provide broad picture of challenges which marketers meet in different business settings, and to urge for continuous enhancement of marketing knowledge leading to efficient strategies and decision-making. The articles cover new marketing models shaped by internet and mobile business, analyse behaviour of customers in transition economies, provide characteristics of marketing in the formal institutions, and attain higher conceptual level of strategic development.

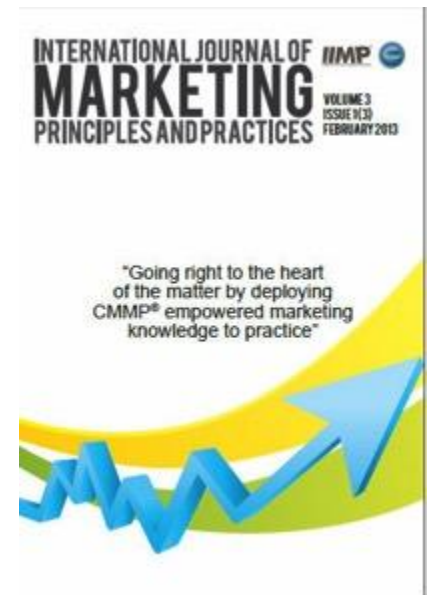
The first article is presented by the international team of authors Anne-Flore Maman Larrauffie, Victorija Gromova, and Alexandra Vignolles. The article analyses transformation of group buying from specific large business model to the marketing tool of small and medium enterprises. The article provides analysis of group buying characteristics and introduces original interpretation based on empirical research in the emerging online market of Latvia. The research builds insights for implementing marketing efforts in the area of group buying not only in Latvia but in similar countries which have recently joined EU and integrated to its technological and business networks.

The second article authored by Tamer A. Awad and Dina Ashraf El-Shihy presents transformation of push-marketing models to

the new advertising medium of push notifications applied in mobile communication based marketing. The authors summarize the results of survey conducted among users of mobile services in Egypt for exploring the customers' attitude to the push notification tools and their effect to the future shopping behaviour. The research implies to expanding usage of the push notification model due to its positive effect to the behaviour characteristics of perceived usefulness and ease of use.

The third article, presented by Riteshkumar Dalwadi, carries big contrast to the technology-based marketing issues, as it analyses the preference parameters of customers for shopping at newly established organized retail stores rather than in traditional stores of India. The findings of the exploratory research performed in four major cities of Gujarat state provide valuable information for further expansion of retail store network in India. The research enables to clearly differentiate among the customer preferences characterizing convenience of visiting the retail store and the type of goods intended to buy.

The fourth article by Wail Alhakimi and Aayed Qasem deals with the characteristics of marketing in institutional settings. The article analyses marketing strategies fulfilled by private universities in less developed world, namely in the case of Yemen. The research results showed that level of utilization and effectiveness of marketing strategies in private universities of Yemen has not yet reached its full potential, especially in the area of market segmentation, which was not utilized and even not perceived to be very effective in recruiting students. However the survey showed increasing interest and effectiveness of implementing marketing strategies, and enabled to provide recommendations for the case of educational market in Yemen.



**INTERNATIONAL JOURNAL OF  
 MARKETING  
 PRINCIPLES AND PRACTICES**

The fifth article prepared by Rehman Gul Gilal (Pakistan) and Rukhsana Gul (China) investigates patterns of working environment of commercial banking, which has recently become one of the most crucial service sectors in Pakistan. The research results show that the impact of working environment shaped by policies and procedures imposed by regulatory authorities have extremely big impact to increasing stress level of employees, especially those having direct interaction with customer and dedicated to fulfilment of their requirements.

The sixth article suggested by Alfred Riashy builds on the theoretical foundations of marketing area by providing conceptual framework of six dimensions for competitive strategy, or the Six D's. The theoretical model and illustrative examples provided by the author brings original insights to the discipline and encourages discussion among the researchers of highly diverse and challenging marketing field.

Our greatest respect and gratitude is addressed to the authors of the articles and to the team of reviewers who devoted their efforts and generous advice to the researchers.





### Marketing Imagination by Theodore M. Levitt

Since its publication in 1983, *The Marketing Imagination* has been widely praised as the classic, all-inclusive "Levitt on Marketing". Now Theodore Levitt - renowned as the Harvard Business School's "guru of marketing" - has newly expanded his original work to recap the developing globalization debate and to respond to his critics. He has also added his famed McKinsey Award-winning essay "Marketing Myopia" and included detailed accounts of how to maximize the product life cycle and achieve the delicate balance between innovation and imitation. As before, this new edition of *The Marketing Imagination* shows Levitt at his best - sharp, knowledgeable, erudite, and, yes, as imaginative as ever.

## Reading list

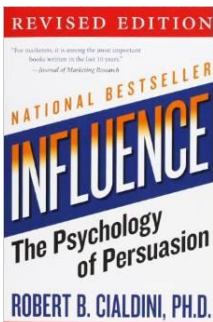
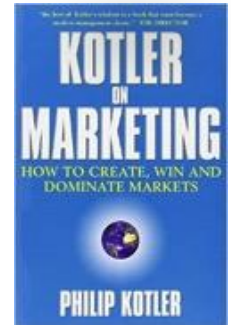
From Farhan Majeed

VP Marketing and  
Communications for  
Pakistan



### Kotler on Marketing by Philip Kotler (Author)

State-of-the-art guide to marketing strategies and tactics. Kotler has combined the expertise of his textbooks and world renowned seminars into this practical all-in-one book, covering all area from assessing customers' needs and wants to build brand equity to creating loyal and long-term customers.



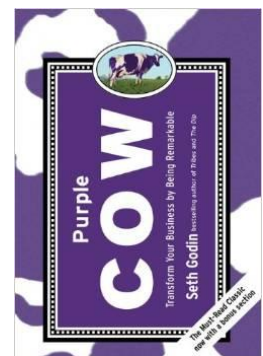
### Influence: The Psychology of Persuasion by Robert B. Cialdini (Author)

*Influence*, the classic book on persuasion, explains the psychology of why people say "yes"—and how to apply these understandings. Dr. Robert Cialdini is the seminal expert in the rapidly expanding field of influence and persuasion. His thirty-five years of rigorous, evidence-based research along with a three-year program of study on what moves people to change behavior has resulted in this highly acclaimed book.

### Purple Cow, New Edition: Transform Your Business by Being Remarkable by Seth Godin (Author)

Cows, after you've seen one, or two, or ten, are boring. A Purple Cow, though...now that would be something. *Purple Cow* describes something phenomenal, something counterintuitive and exciting and flat out unbelievable. Every day, consumers come face to face with a lot of boring stuff—a lot of brown cows—but you can bet they won't forget a Purple Cow. And it's not a marketing function that you can slap on to your product or service. *Purple Cow* is inherent. It's built right in, or it's not there. Period.

In *Purple Cow*, Seth Godin urges you to put a Purple Cow into everything you build, and everything you do, to create something truly noticeable. It's a manifesto for marketers who want to help create products that are worth marketing in the first place.





## 10 Research-Driven Insights about Content Marketers in 2015



By Michele Linn published JANUARY 2, 2015

Content Creation / Content Distribution and Promotion / Content Marketing Research / Content Marketing Strategy / Event Marketing / Facebook / LinkedIn / Measurement and ROI / Teams and Skills

Each year we publish a [series of core research reports](#) that highlights the state of content marketing:

- [B2B marketers in North America](#)
- [B2C marketers in North America](#)
- [Nonprofit marketers in North America](#)
- [For-profit marketers in Australia](#)
- [For-profit marketers in the United Kingdom](#)

While you can read the individual findings at the links above, it's useful to look at the trends and differences across each of these markets.

### 1. Content marketing adoption rate is declining (but this is a good thing)

Across every segment, the percentage of respondents who report using content marketing has declined. While this initially surprised our team, as we considered this further, we realized this is [likely a positive sign](#) as marketers are realizing that any content used to support marketing does not necessarily equate to content marketing.

### 2. A documented content marketing strategy is the key to effectiveness

In every segment, the presence of a documented content marketing strategy is key to effectiveness. On the high end, 37% of for-profit marketers in Australia have a documented content marketing strategy, compared to 23% of North American nonprofit marketers (the group with the lowest adoption). Across all segments, about half of marketers have a strategy, but it is not documented.

For full article: [Content Marketing Institute](#)

## TENDANCES MARKETING 2015: FOCUS PME

LA NOUVELLE ANNÉE APPROCHANT À GRANDS PAS, DÉCOUVREZ QUELLES SONT LES TENDANCES MARKETING 2015 À CONNAÎTRE ET MAÎTRISER POUR RÉUSSIR ET DYNAMISER VOTRE ENTREPRISE.

Quand on est une TPE ou PME (peu importe sa taille), il est une ressource commune qui se raréfie chaque jour de plus en plus : le temps. Afin de vous permettre d'être plus réactif face à votre concurrence ou de préparer plus sereinement votre stratégie d'entreprise sur 2015, voici nos 4 indicateurs à surveiller dès aujourd'hui pour l'année qui vient.

1/ BAISSÉ DU REACH ORGANIQUE -> LES RÉSEAUX SOCIAUX NE PORTERONT PLUS LE POIDS DE VOTRE COMMUNICATION

L'année 2014 a été marquée par de nombreux événements, mais deux sont particulièrement importants si l'impact des réseaux sociaux est une mesure que vous surveillez.

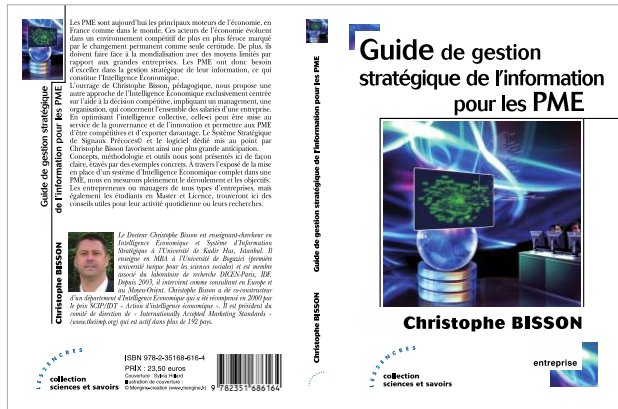
Tout le article ici: [Oxy Grey](#)

**10 WAYS TO CONVERT MORE CUSTOMERS USING PSYCHOLOGY**

**HOW TO CONVERT MORE PROSPECTS INTO PAYING CUSTOMERS**  
The "secret" to more sales is to engage an understanding about the human mind. Below are 10 important, tested research studies to help you leverage that insight to effectively persuade more customers to buy "Yes" for your products and services.

- 1 Help Customers Break Through "Action Paralysis" by Setting Minimums**  
Helped by pressure sales conversion rates can suffer a "drop" across the board. When you set a minimum, you're setting a goal for the customer. When you set a goal, you're setting a goal for the customer. When you set a goal, you're setting a goal for the customer.
- 2 Embrace the Power of Labels**  
When you label something as a "special offer," you're making it more valuable. When you label something as a "special offer," you're making it more valuable. When you label something as a "special offer," you're making it more valuable.
- 3 Understand the 3 Types of Buyers**  
Understanding the 3 types of buyers is key to success. Understanding the 3 types of buyers is key to success. Understanding the 3 types of buyers is key to success.
- 4 Highlight Strengths by Admitting Shortcomings**  
When you admit a shortcoming, you're making your strengths more powerful. When you admit a shortcoming, you're making your strengths more powerful. When you admit a shortcoming, you're making your strengths more powerful.
- 5 Use Urgency the Smart Way**  
When you use urgency, you're making your offer more valuable. When you use urgency, you're making your offer more valuable. When you use urgency, you're making your offer more valuable.
- 6 Make Their Brain Light Up "Instantly"**  
When you make their brain light up, you're making your offer more valuable. When you make their brain light up, you're making your offer more valuable. When you make their brain light up, you're making your offer more valuable.
- 7 Make an Enemy**  
When you make an enemy, you're making your offer more valuable. When you make an enemy, you're making your offer more valuable. When you make an enemy, you're making your offer more valuable.
- 8 Stand for Something**  
When you stand for something, you're making your offer more valuable. When you stand for something, you're making your offer more valuable. When you stand for something, you're making your offer more valuable.
- 9 Devil's Advocate**  
When you play the devil's advocate, you're making your offer more valuable. When you play the devil's advocate, you're making your offer more valuable. When you play the devil's advocate, you're making your offer more valuable.
- 10 Keep 'em on Their Toes**  
When you keep them on their toes, you're making your offer more valuable. When you keep them on their toes, you're making your offer more valuable. When you keep them on their toes, you're making your offer more valuable.

**Help Scout**  
Customer support should be a pleasure, not a headache.  
If you're looking for a way to improve your customer support, Help Scout is the way to go. Visit [helpscout.co](#) to learn more.



I have been collaborating with Dr. Christophe Bisson since 2009 in the frame of International Institute of Marketing Professionals (IIMP®).

Bisson's profile is unique since he has been rewarded as Competitive Intelligence professional as well as academic. Thus, he has the rare ability to build theories, which are useful and easily adoptable by practitioners. He has been elected by our members in 2010 president of the Internationally Accepted Marketing Standards board which is one of the three main advisory bodies of the IIMP.

His book "Guide of strategic management of information for SMEs" is based on a new approach of Competitive Intelligence centered on the creation of Collective Intelligence and a new software dedicated to support Strategic Early Warning Systems.

SMEs like all economic actors are facing a tougher competition and a growing uncertainty. The tools and methods proposed by Dr. Bisson address very well these challenges and can be easily integrated into companies such as SMEs.

The high pace of innovation in all field under the influence of Information and Communication Technologies (e.g. smart phone, social media) and globalization (rapid development of countries such as TBRIC i.e. Turkey, Brazil, Russia, India and China), keeps shortening the value of knowledge and increasing the risk of blind spots. Therein, to create a handbook for Marketers which gathers the Marketing knowledge at cutting edge about all topics and from all around the world was needed. IIMP by having the widest advisory network throughout the world

was naturally the Marketing organization which could address this challenge. Thus, we created the Certified Marketing Management Professional (CMMP®) designation handbook which aims to be the reference for all Marketers worldwide today and in the future through regular updates.

In the light of the excellent results obtained by Dr. Bisson in various organizations and countries, we selected his approach into the CMMP® handbook, as global reference for the fields of Marketing Intelligence and Marketing Early Warning Systems. Therein, IIMP will make its promotion worldwide and I invite all managers, entrepreneurs, everybody interested in entrepreneurship to read his book in which they will find precious advices.

#### Nisar Butt, MBA, DBA Scholar

President & Chief Executive Officer  
International Institute of Marketing Professionals  
[www.theiimp.org](http://www.theiimp.org)

Je collabore avec Dr. Christophe Bisson depuis 2009 dans le cadre de l'organisation 'International Institute of Marketing Professionals' (IIMP®).

Le profile du Dr. Bisson est unique car son travail a été récompensé en tant que professionnel de l'Intelligence Economique mais aussi au niveau académique. Ainsi, il a cette capacité rare à construire des théories utiles et facilement transférable aux professionnels et entreprises. Il a été élu président en 2010, du comité de direction de 'Internationally Accepted Marketing Standards' qui est un des trois principaux organes consultatifs de IIMP.

Son livre 'Guide de gestion stratégique de l'information pour les PME' se base sur une approche centrée uniquement sur la création d'Intelligence Collective et sur un nouveau

logiciel dédié au 'Système Stratégique de Signaux précoces'®.

Les PME comme tous les acteurs économiques subissent une compétition et incertitude grandissantes. Les méthodes et outils proposés par le Dr. Bisson permettent de faire face à ces défis et peuvent être facilement intégrées dans les entreprises telles que les PME.

Le rythme élevé de la création des innovations dans tous les domaines sous l'influence de l'essor des technologies de l'information et de la communication (par exemple les *smartphone* et médias sociaux), de la mondialisation (développement rapide des pays tels que TBRIC i.e. la Turquie, Brésil, Russie, Inde et Chine), rendent la valeur de la connaissance rapidement obsolète et augmentent le risque de mauvaise compréhension de son marché. Dans ces conditions, créer un manuel pour les spécialistes du marketing qui rassemble les meilleures connaissances de partout dans le monde était nécessaire. IIMP de par l'importance de son réseau était naturellement l'organisation de marketing qui pouvait relever ce défi. Ainsi, nous avons créé le manuel 'Certified Marketing Management Professional' (CMMP®) qui vise à être la référence pour tous les professionnels du marketing dans le monde aujourd'hui, et à l'avenir grâce à des mises à jour régulières.

A la lumière de l'excellence des résultats obtenus par le Dr. Bisson dans des organisations et pays variés, nous avons choisi son approche dans le manuel du CMMP, comme référence mondiale pour les domaines de l'Intelligence Marketing et du Système Marketing de Signaux précoces®. IIMP fera donc sa promotion mondialement et j'invite tous les dirigeants, entrepreneurs, chercheurs et étudiants intéressés par le monde de l'entreprise, à lire son ouvrage dans lequel ils trouveront de précieux conseils.

#### Nisar Butt, MBA, DBA Scholar

President & Chief Executive Officer  
International Institute of Marketing Professionals

# AGENDA

**Content Marketing Sydney**  
16 – 18 March 2015  
Sheraton, Sydney, Australia

**Intelligent Content Conference**  
23 – 25 March  
Hyatt Regency Embarcadero, San Francisco, USA

**BBICC 2015**  
24 -29 March 2015  
Belgrado, Servia

**13th Annual International Conference on Communication and Mass Media**  
11-14 May 2015  
Athens, Greece



## Viens faire part de notre équipe!

IIMP® cherche Relation Publique Régionale pour histoires locales, case studies et marketing professionnelles dans tout le monde. Viens faire part de cette équipe phénoménal pour tout le monde savoir plus sur le marketing en ton pays.



## Join your team!

IIMP® is looking for **Regional Public Relations** professionals. IIMP® Public Relations team is looking for local stories, case studies and marketing professionals from around the world. Be part of this great team and lets us discover more about marketing in your country.