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The Synergysophy of Integrated Marketing Communication

By Tom Merilahti

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Synergialaitos

Synergy Integrated Marketing

Where chaos begins, classical science stops. There has always been ignorance about disorder in the atmosphere, in the turbulent sea, in the fluctuations of wildlife populations, the oscillations of the heart and brain.....

Classical (Western) science is the science of logic, of linearity, of definitions. We believe that where ' classical science stops ', the real fun begins. We want to explore the chaos of ideas that try to depict this adventurous century and form the roots of the century ahead. Because we believe that within the chaos patterns can be found. And these patterns will enable the formation of strategic thinking.

Names and Boxes

The classical method for the investigation of systems and processes is a flow chart – a network of discrete ' boxes ', each named, and connected together, in a hierarchy of ' decision '. Useful though this method may be, boxes often exclude the very information that might be needed. And in a world where barriers are falling, frontiers collapsing, disciplines intermixing and culture going into the melting pot, these precise delineated boxes no longer reveal truths, they conceal them.

We prefer to think of a name, or a box, as a stone dropped into a lake of ideas. Each 'stone' produces concentric ripples which spread out and intersect with other ripples, creating complex patterns of interference – which might be called chaos. IT IS THE RESONATION OF IDEAS WITH EACH OTHER that interests us most of all. It is in the spaces between the boxes that excitement lies.

Evolution

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One basic law of organic evolution is ' increasing complexity '. Things never get easier. On the other hand, the simple smoothness of a pebble on the beach is the result of millions of frictional contacts with other pebbles in the surge and ebb of the tides. Ideas become beautiful in the same way. Our ideas may one day be beautiful – but for the moment we are interested in the waves, not the beach. Not in the concrete, but in the ephemeral motion which is the result of conflicting energies.

Operational Research

Operational Research (OR) was a system devised during WW2 to solve unique problems of technology, logistics and strategy. Radar was one of the hundreds of answers to vaguely positioned but urgent problems that OR produced.

The principle of OR was that new circumstances required innovative methodologies. An OR group was always a mixture of different professional disciplines. A botanist, a mathematician, a chemist, a

psychologist, an astronomer – each OR member brought to the group a discrete worldview or logical system, and also detailed knowledge and understanding of the structure of that system. But none of them could solve the problem alone. ONLY THE INTERSECTION of these systems produced innovative thinking.

The clash of these systems, the impossibility of mapping one system onto another, is what often sparked the INSIGHT – the FLASH OF INSPIRATION that firstly defined the gestalt of the problem, and eventually led to it's solution. We believe that the principles of OR can usefully be applied both within and outside commercial and institutional organisations which seek fresh input into their systems of management, operation and, especially, communication.

Creativity

The act of creativity by itself is rewarding for many people. No audience, sale or reward may be necessary. The act itself is self-rewarding. There are also many people who find the act of thinking to be self-rewarding; who find stimulation in addressing concepts outside their everyday life and work. It is the joy of unfettered exploration. Synergy Integrated Marketing is founded in that spirit of exploration – to bring together different creative disciplines and to discover the resonances and dissonances between them.

What Is It?

Synergy Integrated Marketing represents many things: ombudsgroup, think-tank, concept exploration, simulation, OR. It will remain many-faceted because the very nature of the chaos facing us is that the old boxes and linear flowcharts cannot serve us any longer. The world is ' fuzzy ' – not black and white. The world is becoming more complex, not less. When the structure is collapsing – it's better not to be trapped in a box!

The word ' architecture ' is a useful shortcut in conversation. That is why we invented names – as a shortcut. But what ' architecture ' is , is open to debate. There is more agreement on what ' architecture

' is NOT, than what it is.....

For more information, welcome to; www.Synergialaitos.com/synergyindex.htm

Efficiency – one of the three Es of business communication

By Lee Hopkins

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There are many different ways of delivering your business communication:

direct mail;
in-person sales calls;
telephone;
the annual report;
above and below the line advertising;
packaging; posters, and
company stationery to name just a few.

Each involves a financial cost for both production and distribution. Are there ways of reducing these costs?

Certainly! eTechnology allows the production of words, sound and visual elements to be seamlessly integrated in a dizzying number of ways to achieve different ends. Each element can then be 're-purposed' or re-used in a different way to try new marketing and content delivery approaches.

These are just some of the potential new technology outputs that your marketing messages and end-user documents can be distributed through:

- * cd-roms
- * pdf documents (an electronic format for storing and sending documents which ensures that the design integrity of your documents remain intact, irrespective of the end-user's computer and printer configuration)
- * website
- * mobile phone technology such as sms and wap
- * PDA (Personal Digital Assistant) devices such as a PalmPilot

* web-tv

The cool thing about many of these distribution mediums is that once the cost of producing one item is paid for (such as creating the original document), the cost of making a thousand

or a million copies is negligible.

Imagine the saving if you could do away with 80% of the printing and posting costs of your expensive Annual Report, allowing instead any interested party to download it from your website, or be sent it via email.

You will not completely get rid of the need for hard copies of your Annual Report as there will always be either a regulatory requirement or shareholders and investment analysts who like the 'feel' of a bound document in their hand, or they lack the facilities to download and print the Report off. But such a saving would definitely allow you to invest the saving in more growth-focused marketing and sales activities.

The internet, be it the World Wide Web where your website sits, or the greater part of the internet that allows for email transmissions, is a tremendously powerful and cost-effective distribution channel.

Once you have invested in the tools – such as a website or pdf-creation software – you have a licence to market your messages down the most efficient distribution media the world has ever known. For free.

It costs nothing to send email, once you have paid for access to the Internet. It costs nothing to have valuable information up on your website, once you have paid for the design and building of your site and its hosting. You can change your content on that website as many times as you like – you 'own' the space and you can do with it pretty much what you will.

Which allows you to push out your unpolluted marketing message, or your fact sheets, or your installation guides, to as wide an audience as you can attract.

And let's not forget that eTechnology can help us build a targeted, qualified audience of prospects and more rapidly turn them into clients, because they have in part already taken the

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first steps to building a relationship with you themselves, by visiting your website and finding out more about you and your service/product offerings.

The implication for your business communication costs
Using eTechnology you can quickly and efficiently update your prices, introduce new products and services, provide better service to your existing customers, generate new leads, position your brand and inform your stakeholders – all at costs significantly less than traditional media allows.

Note: this article on efficiency in business communication was extracted from my eReport, "The Three Es for Business Profit".
Download your free copy of this report now from:
<http://www.hopkins-business-communication-training.com>

When you match consumer psychology with effective communication styles you get a powerful combination. At Hopkins-Business-Communication-Training.com you can find the secrets to communication success. At Hopkins we show you how to communicate better for better business results.

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