



EPISODE 0

Introducing Marketing Beyond

Host: *Alan Hart, leader in marketing and customer strategy, Deloitte Consulting LLP*

Alan Hart:

Are you ready to go beyond the basics of marketing? I'm Alan Hart and this is Marketing Beyond where we talk about the questions that spark change and share ideas that challenge the status quo. Join us as we explore the future of marketing and its endless potential.

As you just heard, we have a new look and name, Marketing Beyond with Alan Hart brought to you by Deloitte Digital. Our previous series Marketing Today has evolved into something even bigger and better. We've expanded our team and boosted our global support to bring you the great content you love plus so much more. Marketing Beyond will take you on a deeper journey into the future of marketing. We'll continue to go beyond the conventional and explore the strategies, technologies, and trends reshaping the marketing landscape. We still want to inspire you to think differently and equip you with insights that empower you to be at the cutting edge of our industry.

In each episode, we'll bring you thought-provoking discussions with marketing leaders, visionaries, and innovators pushing the boundaries of what's possible. Whether it's exploring the impact of AI, sharing

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complex international marketing strategies, or diving into innovative digital transformations, we'll cover it all.

For those who have been with us since the Marketing Today days, rest assured Marketing Beyond builds on the strong foundation we've already established. You can find all the archived episodes of Marketing Today at marketingtodaypodcast.com or by searching Marketing Today with Alan Hart in your podcast listening app of choice.

So, if you're curious, ambitious, and ready to redefine what marketing can be, you're still in the right place. Our first episode under Marketing Beyond brand is coming to you on January 22nd. Be on the lookout for great content by visiting deloitte.digital.com/us/marketingbeyond. Thank you for joining us on this exciting journey and welcome to Marketing Beyond with Alan Hart.

Hi, it's Alan again. Marketing beyond is a Deloitte Digital podcast. It's created and produced by me with post-production support from Sam Robertson. If you're new to Marketing Beyond, please feel free to write us a review and subscribe on your favorite listening platform. I also invite you to explore the other Deloitte Digital podcasts at deloitte.digital.com/us/podcasts and share the show with your friends and colleagues. I love hearing from listeners. You can contact me at marketingbeyond@deloitte.com. You'll also find complete show notes and links to what we discussed in the episode today, and you can search our archives.

I'm Alan Hart and this is Marketing Beyond.

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