Editorial

Many of the things that are becoming reality today not only didn't exist before the year 2000 – they were unthinkable or regarded as pure science fiction. Who would have guessed 20 years ago that in 2017 we would actually be paying and navigating with mobile phones, driving in driverless cars, sharing our homes with unknown guests from around the world, having drones deliver our parcels, and posting our photos instantly on different digital platforms? Most of us probably wouldn't.

But technology and the internet are changing the world quickly and dramatically and affect individuals, businesses and society at large. We live in exciting times and a sea change is ahead whether we like it or not. What is welcomed with enthusiasm by some is feared by others, but each one of us has to find their own way of dealing with the transformation that the digitalization of life entails.

In this issue we take a closer look at digitalization and how consumers and companies are handling the ongoing change. No matter what industry we look at, whether it be travelling, transportation, finance, retail, public service, advertising, market research, or even skin care – they are all affected by disruption and subject to monumental changes that penetrate to the core of their businesses. If you are interested in lessons learned and managerial advice, you won't be disappointed with the contributions provided in this issue. Happy reading – possibly of the digital format of our GfK Marketing Intelligence Review!

Yours,
Srinivas Reddy and Werner Reinartz

Editors

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