Business of “Different Thinking”

Abstract

Now a days Concept Marketing and Concept Selling are the buzz words in business management and yet several corporations only confined with those and do not switch to new modern relevant practice to it as I defined “Different Thinking” and I am not claimed its new term because some esteemed corporate already implemented this practice to reshape their businesses might be different name given to it. I would like to define term as “Business of ‘Different Thinking’ is a strategic vision to reengineer products and services with future demands sense since now with using alien technologies/engineering to develop appearance, functions features in products & services”. Why it is needful, because routine products and services in the global markets has tough competitions and easily each other able to mimic of products and services of one another with manufacturing and implementation cost cutting and second thing “commonness” less attract to the customers preceptor proved in neuromarketing practices. Hence, I exhibit two models not about products or services but of “different thinking” for alien products and services engineering or reengineering with future perspective to sustain according future generation demands of mankind.

Keywords: Strategy, Marketing, Competition, Product, Brand, Advertisements

Introduction

Deep-business sense model

This is my first exhibit in which I display how to setup or re-setup the business with future human perception and neuron-pattern change and to fit future trends. The intention of this model to give you tactics about how we can build completely different products or offer different services which are completely new as compare to traditional inputs available for products/services in global markets. Initially appearance and dimension astonished to the customers or services seems to be strange but, if things engineered with “different thinking or sense” with keeping future market in mind with huge researches and practices in few days’ customers mind started to become adaptive and accept to purchase. I must mention to support it Bang & Olufsen and Apple for products and Google and Amazon the strong examples of it (Figure 1).
To reshape business of “different Thinking” most essential factor is odd idea which has different kind of market scope and each day transform from present to future business needs and no/ few started to think about it. This idea glue with idea mapping into creativity to established genuine and alien blueprints of products with all possible odd look, appearance functions, features, geometry and material of products. Creativity best fit or design to suit present to future changing dynamic desires and needs of mankind with perception analysis of future trends and market scope. In last must apply deep-sense or different thinking to engineer everlasting appearance or sequel products/services with alien appearance and transformed features from where it’s ready to exit for bulk production line. The best example to support this model some products gallery displayed below [1].

Again I like to remind business of ‘Different Thinking” used to strictly follow some design rules as while products engineer as Uniqueness, Simple odd Unibody design, advance features & function with less/virtual control panel, virtual dashboards, new materials to form, future sense, satisfaction to purchase by customers, easy to future enhancement, alien look and of course excellent long-lasting stability and quality like B&O, Apple, Google and Amazon.

Speakers engineered and offered by Bang & Olufsen (B&O) are leading brand and no any brand able to reach benchmark set by corporation. All the products dimension unique, alien appearance, Unibody, more function with less buttons, high quality sound engineering inside, excellent material of product fabrication [2] (Figure 2).

Figure 2: Products line of B&O
The second brand under consideration is Apple Inc., a brand of innovation and everyone familiar if we look inside the products dimension, features & functions, material, quality, stability, durability of apple products range it seems to be unique and immortal though product old or freshly launched in the market. Every apple products is soul and body like Unibody combination of software and hardware in iPod, iMac, MacBook, iBook, iPad, Apple TV, Apple iWatch, iTunes, i Life and most promising iPhone series and each product is market trend setter due to alien feature, function, appearance and excellent quality with evergreen look (Figure 3).

![Figure 3: Products line of Apple Inc.](image)

Equally I must mentioned about different thinking services and Google, Amazon are master in it as Google offered Google Search Engine see in past its seems to be odd or alien service but today its became heart of every internet related aspect, Gmail, Google Duo, Google Map, Google voice command recognition and processing, Google Assistant, some products like Google Phone Pixel, Google Echo Speaker and some big odd projects like Google Church and DeepMind Learning. Similarly, Amazon became biggest market player in online selling, with other services like Amazon echo, Amazon TV stick and many more [3] (Figure 4).
This is the second model with intention to focus attention on how setup business of different thinking can be a matter of odd thinking and applicable on universal products/services for future business growth or to set new isolate market identity as compare to other brands. All the readers have great expertise I knew but still I would like to explain in brief its start with odd product, Unibody and Alien look which is matter for eye catchy appearance can be achieve using lucid dimensional engineering at finishing with deep involvement of neuromarketing tactics, strategies and practices for marketing, branding, promotion and perceptive Advertisements can say sensory/perception based marketing of products [4]. In last only mentioned the quality and dignity of products/services and its brand must have to give complete rejoice and satisfaction of purchase to customers.

**Conclusion**

I would like to conclude this is the piece of work I carried out after long analysis on brands, neuromarketing, neuroscience and product innovation to extract out new fresh idea of business of different thinking and how it achieve I tried to understand with the aid of two models and some brand examples. I must summarize for sustainable future business every present products/services brand must need to transform avatar of their products/services, because perception change generation to generation and became very abrupt now a days due to the advanced robotics and technologies.

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**References**

1. www.apple.com