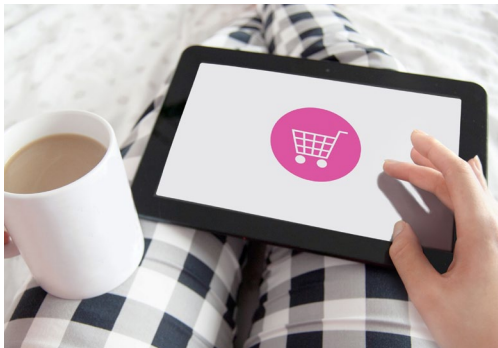


CONTENTS



Pandemic-induced trends that will shape businesses in the 'next normal' 2



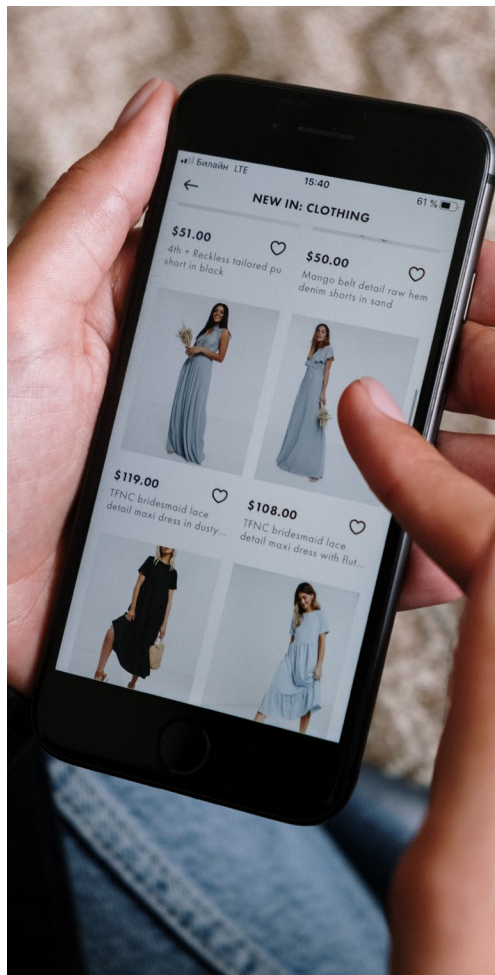
10 Customer-centricity: The common denominator among digital trends



Tech trends that will further transform businesses soon 14



6 Beyond Brands: Marketing in the new age



Charting the course of commerce 19



23 Creating responsible and relevant social media content

