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ABOUT THIS ISSUE

Every start of a new year, businesses watch out for relevant and essential industry trends that can help them set their sights clearer and create effective business strategies for the year ahead.

For this issue of *BusinessWorld In-Depth*, we pulled in some of the most interesting trends that are expected to shape 2021.


Our banner story, “Pandemic-induced trends that will shape businesses in the ‘next normal,’” discusses the disruptions caused by the coronavirus disease 2019 (COVID-19) pandemic to many businesses and the trends that they should brace for as they navigate their roads to recovery.

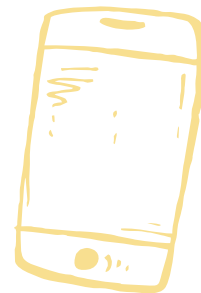
In the story, “Beyond Brands: Marketing in the new age,” *BusinessWorld* talks to global business and brand strategist Martin Roll who shared his insights on what brands should focus on — including purpose — to better serve the needs and demands of the current consumers.

The story, “Customer-centricity: The common denominator among digital trends,” tackles some of the highlights of Adobe’s *2021 Digital Trends Report*, among others; while the story on “Tech trends that will further transform businesses soon” presents the gist of Deloitte’s recently published *Tech Trends* report.

With the e-commerce boom amid the pandemic, the story on “Charting the course of commerce” explains how the COVID-19 crisis is accelerating the growth of e-commerce and shares some key takeaways from both the Shopify and KPMG’s respective *Future of Commerce Reports*.

Lastly, the story on “Creating responsible and relevant social media content” puts the spotlight on what businesses should take note of in terms of their social media marketing efforts. It also shares some of the findings from HubSpot’s *2021 Social Media Trends* report.

We hope that these stories will arm you with useful knowledge and inspire you to transform your businesses for the better as various industry trends and the world continue to evolve. 



Josielyn Luna-Manuel
Special Features Editor

