

**A STUDY ON BUSINESS MARKETING PARADIGMS AND  
TACTICS IN THE MODERN MARKET**

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**ABSTRACT**

The goal of this study is to suggest a radical shift in the way we think about extending the marketing paradigm. Since the writers believe that there is not enough of a balance between consumer and brand thinking, this is both theoretically and practically required. Despite the fact that the marketing paradigm centers on the clientele, the marketing technique considers the two sides of the market, the demand and the supply. Due to rising costs and increased competition, business owners are scratching their heads to come up with innovative marketing strategies. Although they get some insight into the historical alterations in marketing theory and practice, this information is less helpful in terms of understanding the marketing paradigm adjustments that will be necessary to thrive in the VUCA world. The purpose of this essay is to analyze and evaluate recent marketing trends and to suggest the introduction of a new marketing paradigm.

**KEYWORDS:** Paradigm, Shift, Business, Online, Marketing, Branding, Consumer Behaviour.