



University of  
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## What Travel Trends Might Tell Us About the Future

Item Type	event;event
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Download date	2026-05-10 23:45:58
Link to Item	<a href="https://hdl.handle.net/20.500.14394/48731">https://hdl.handle.net/20.500.14394/48731</a>

From then to now –  
and where to next?



Helena Chari | TNS  
Director of Transformation, Global  
Marketing Outlook Forum | 10.20.14

1989



the end of **history** [as we know it]



the end of marketing [as we know it]



# Globalization



1990



# Technology explosion



# Digital age



proliferation of media channels  
control of media time with digital  
technology  
multitasking  
too many messages

# mass market

# Web 1.0

One-way communication

# Web 2.0

Multi-way communication





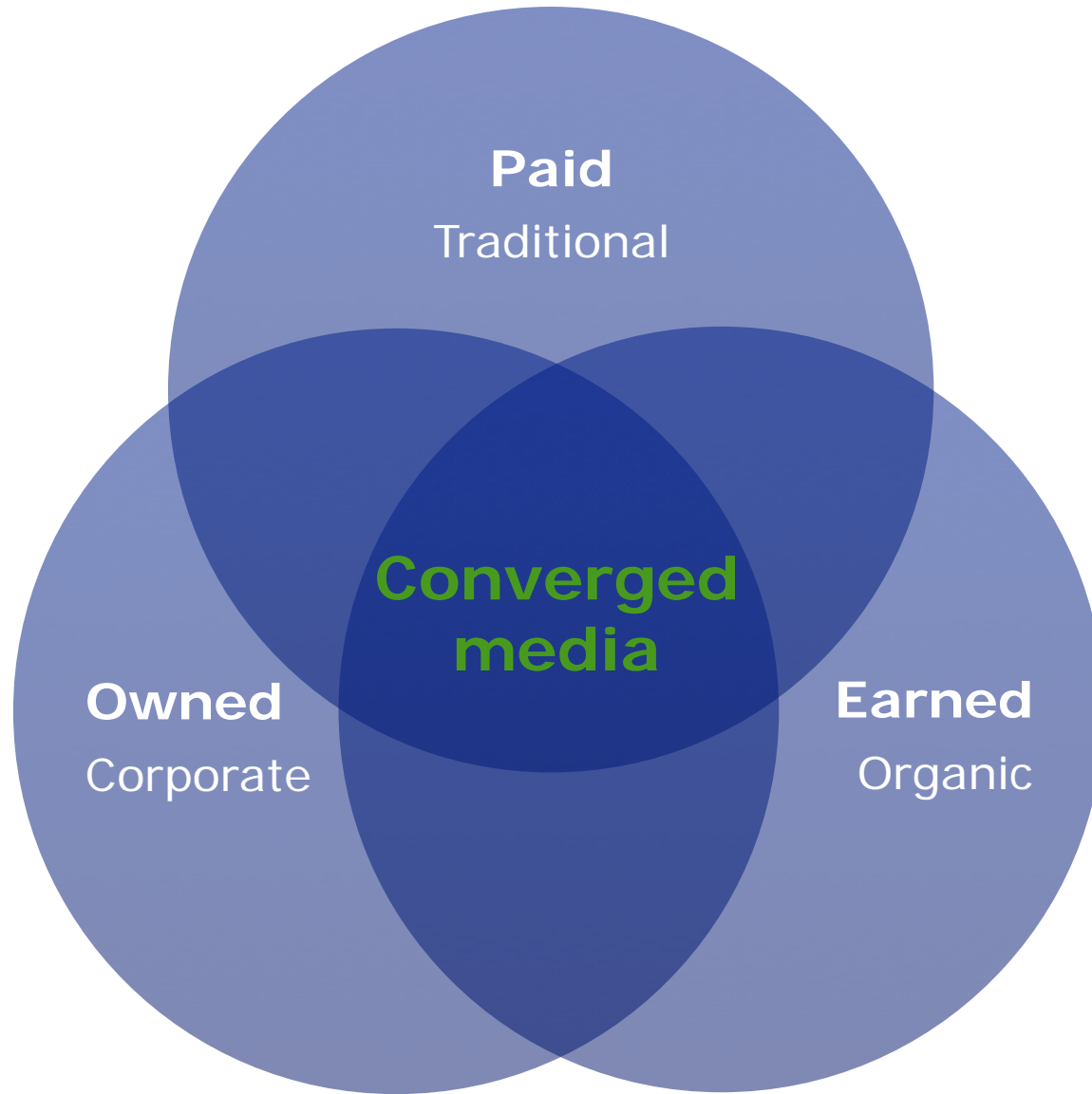
Social is a core human behavior

# New media landscape



The result:  
people's media habits have shifted

# POEM



# disruption

technologies don't simply replace old ways of doing things

technologies also replace old models of thinking



