

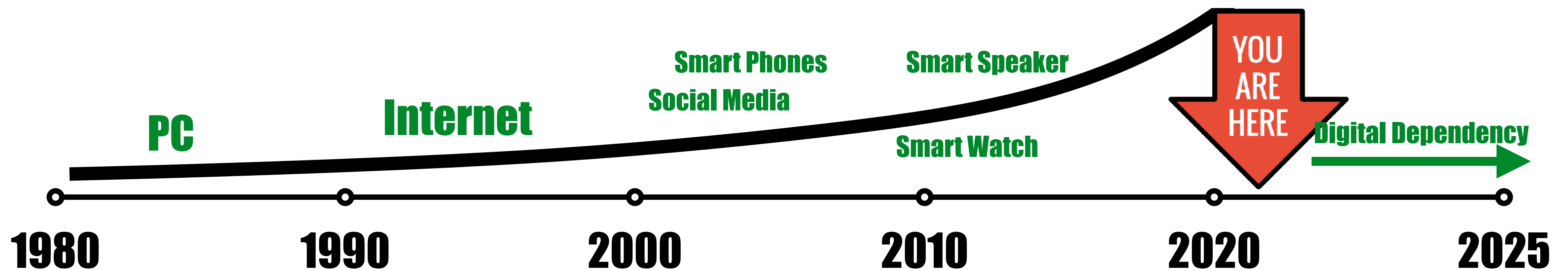
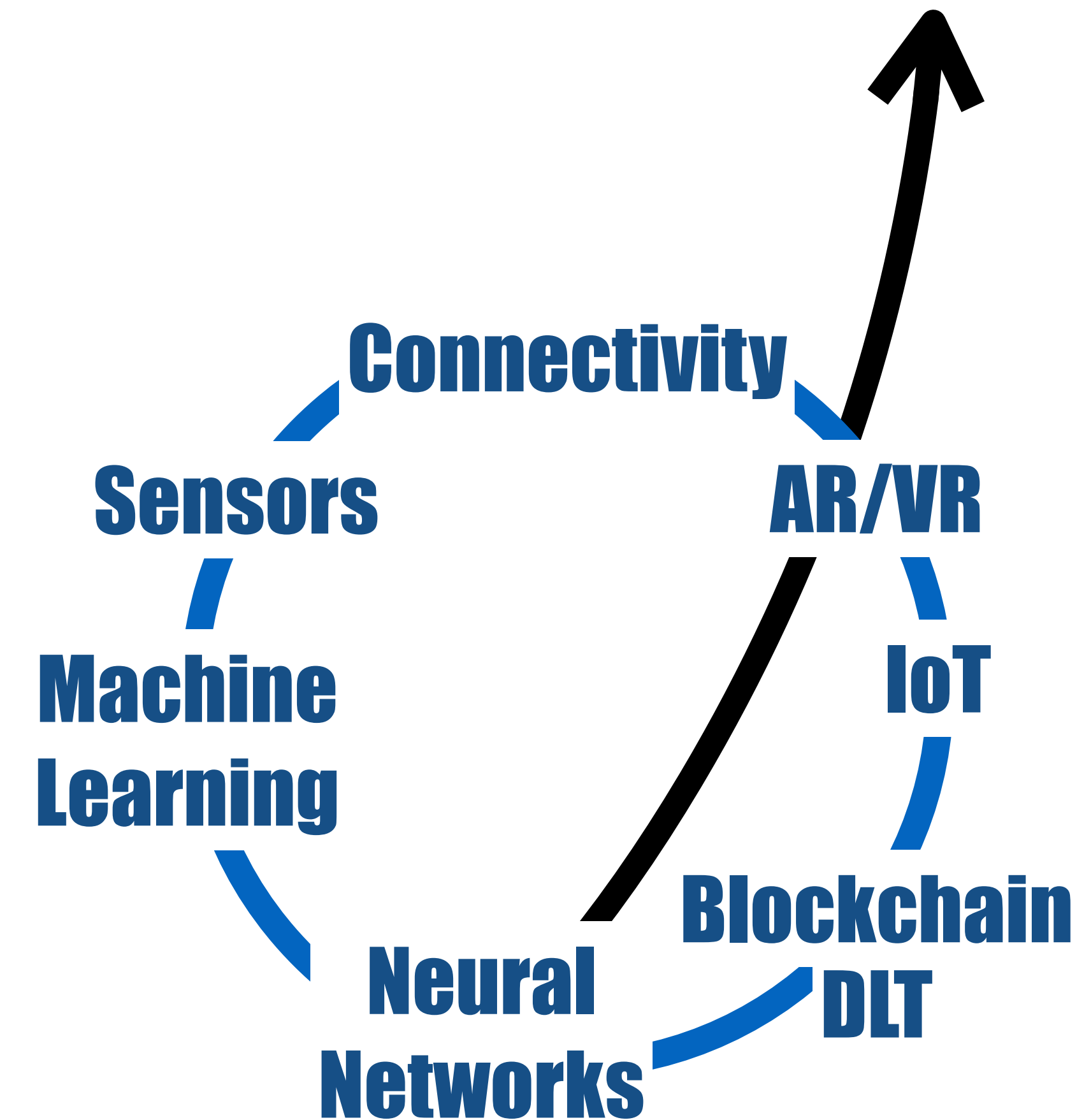
The End of the Corporation



139 Digital Age



The Metaverse: A fully realized digital world that exists beyond or in parallel with the analog one.



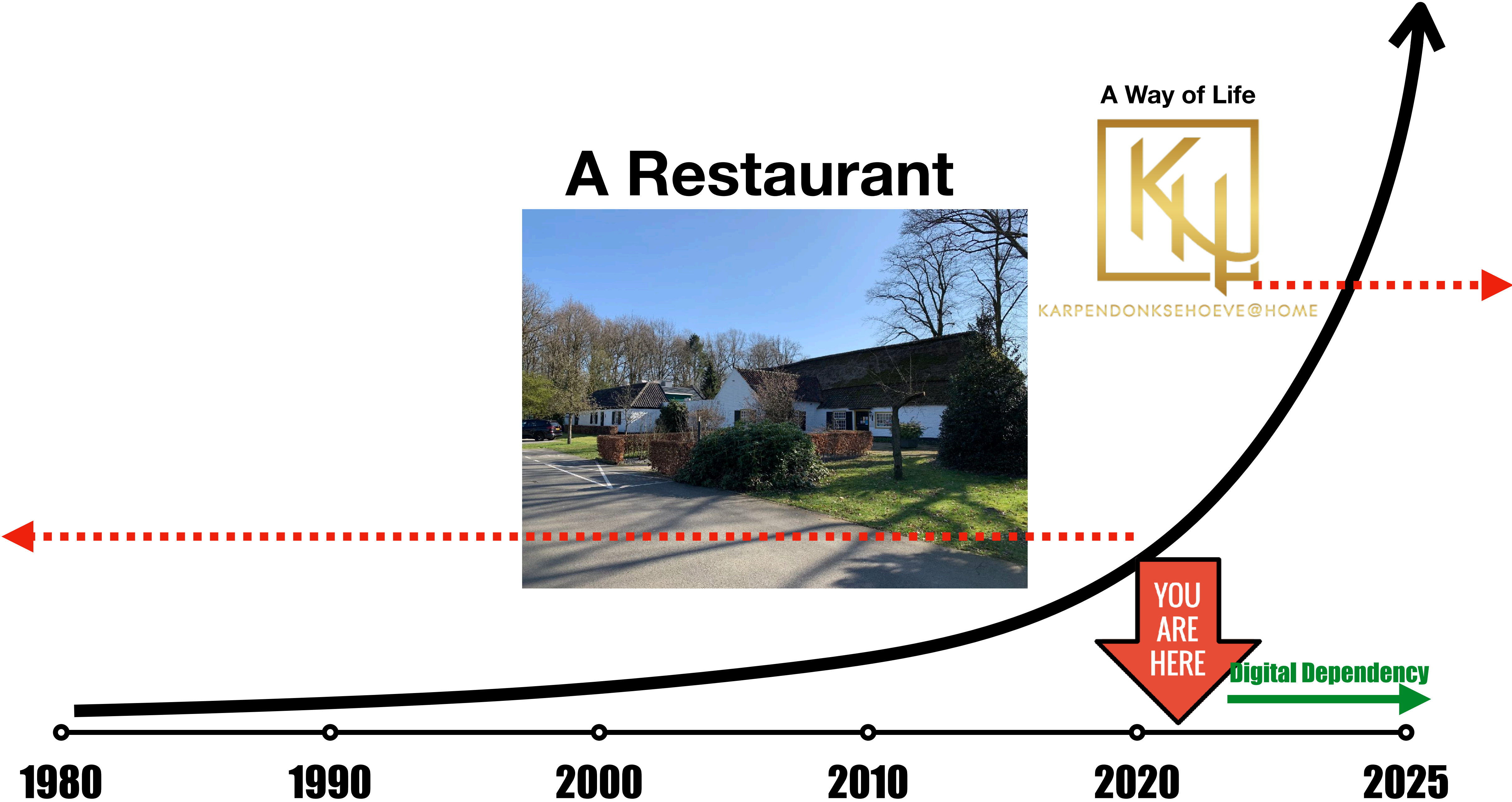
A Restaurant

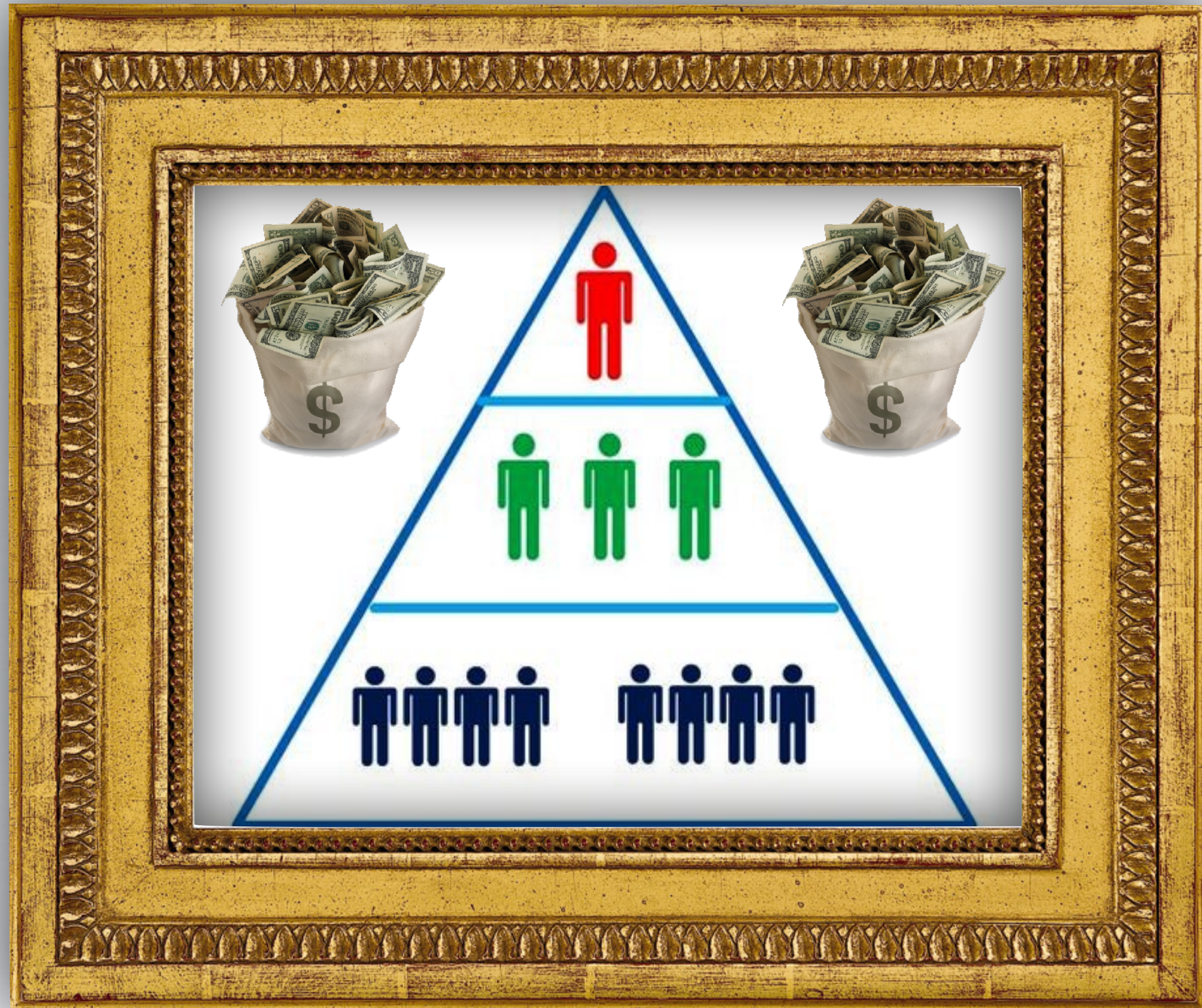


A Way of Life



KARPENDONKSEHOEVE@HOME



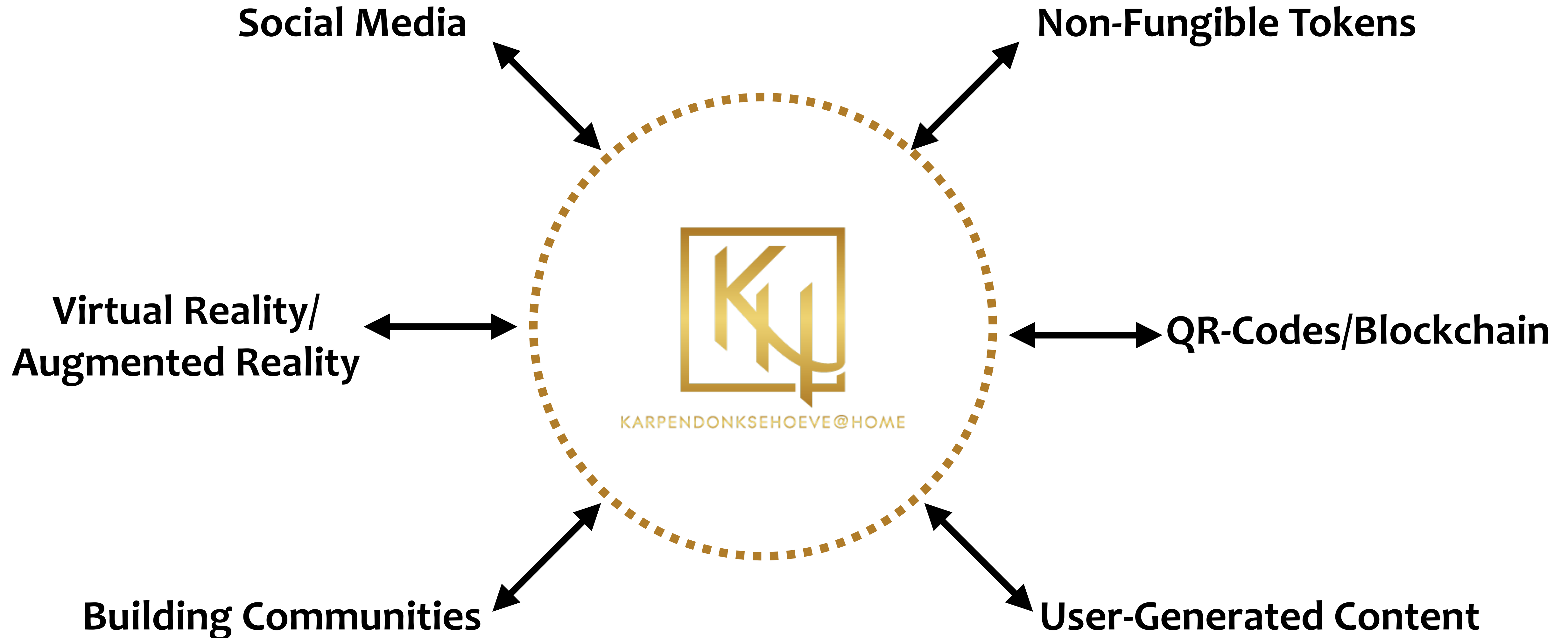


THE CORPORATE
FIRM
1900 - 2020



THE FIRM AS AN
ECOSYSTEM/
COMMUNITY

Business is a Community

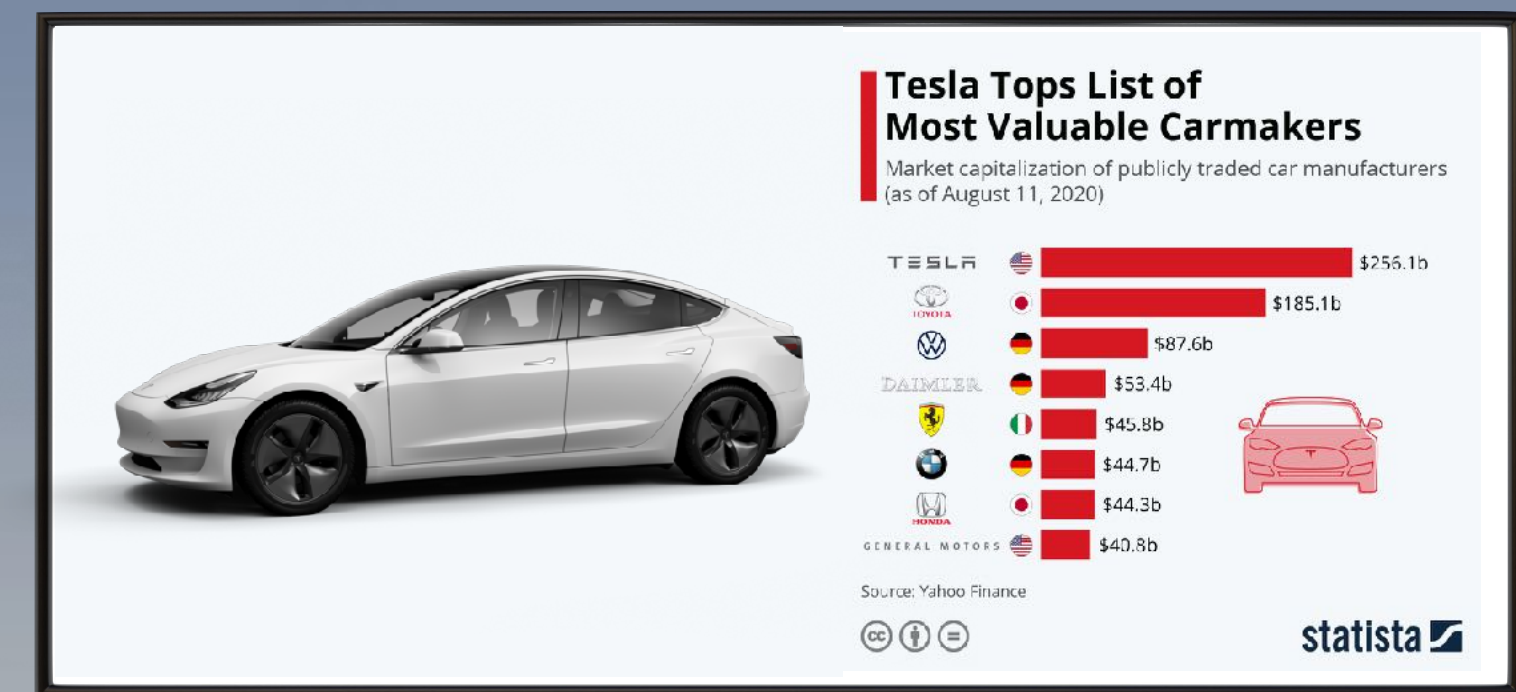




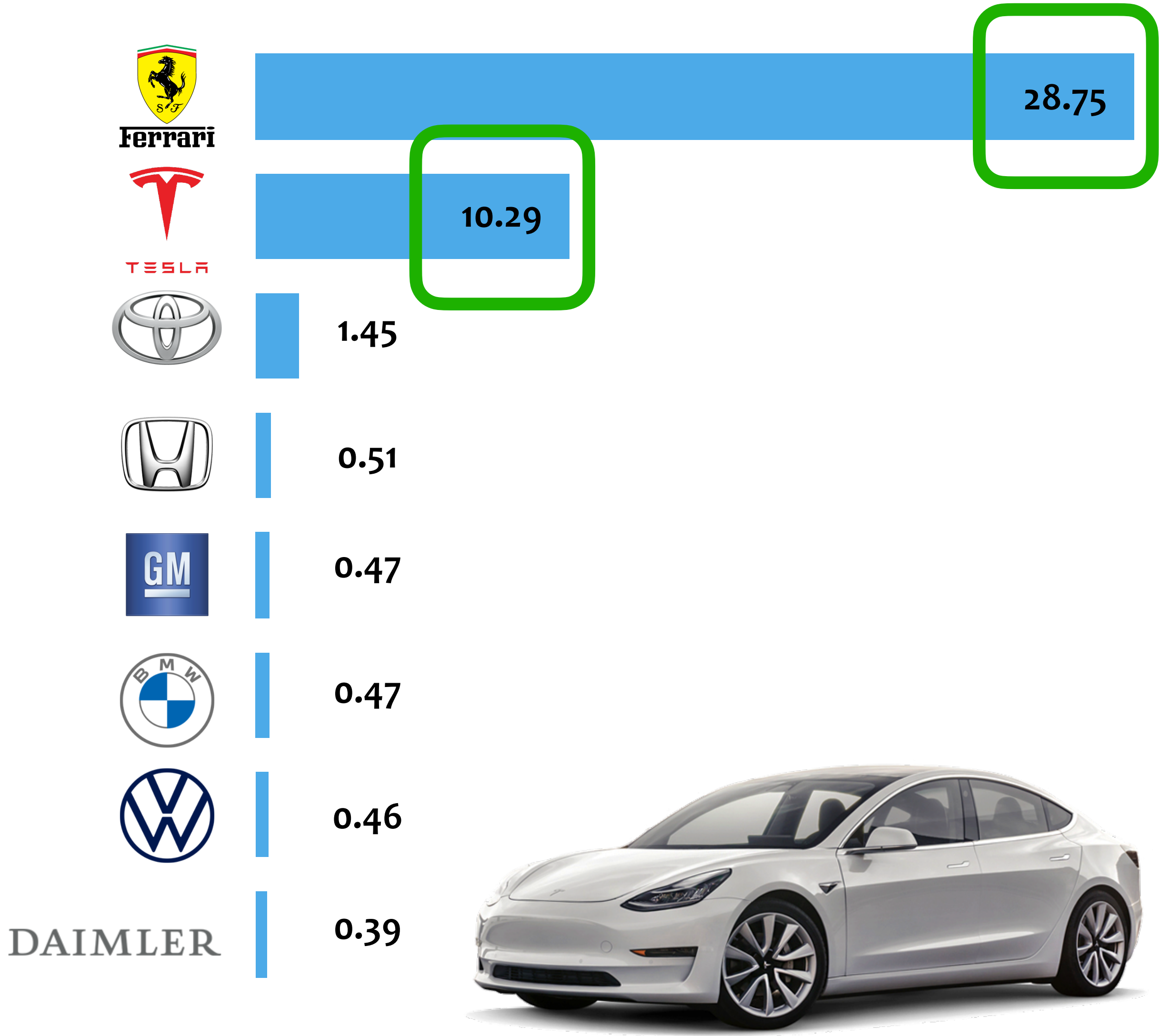
Tesla Stock Isn't a Cult, it's a Religion

Tesla stock supporters are focused on meaning over the company's profits

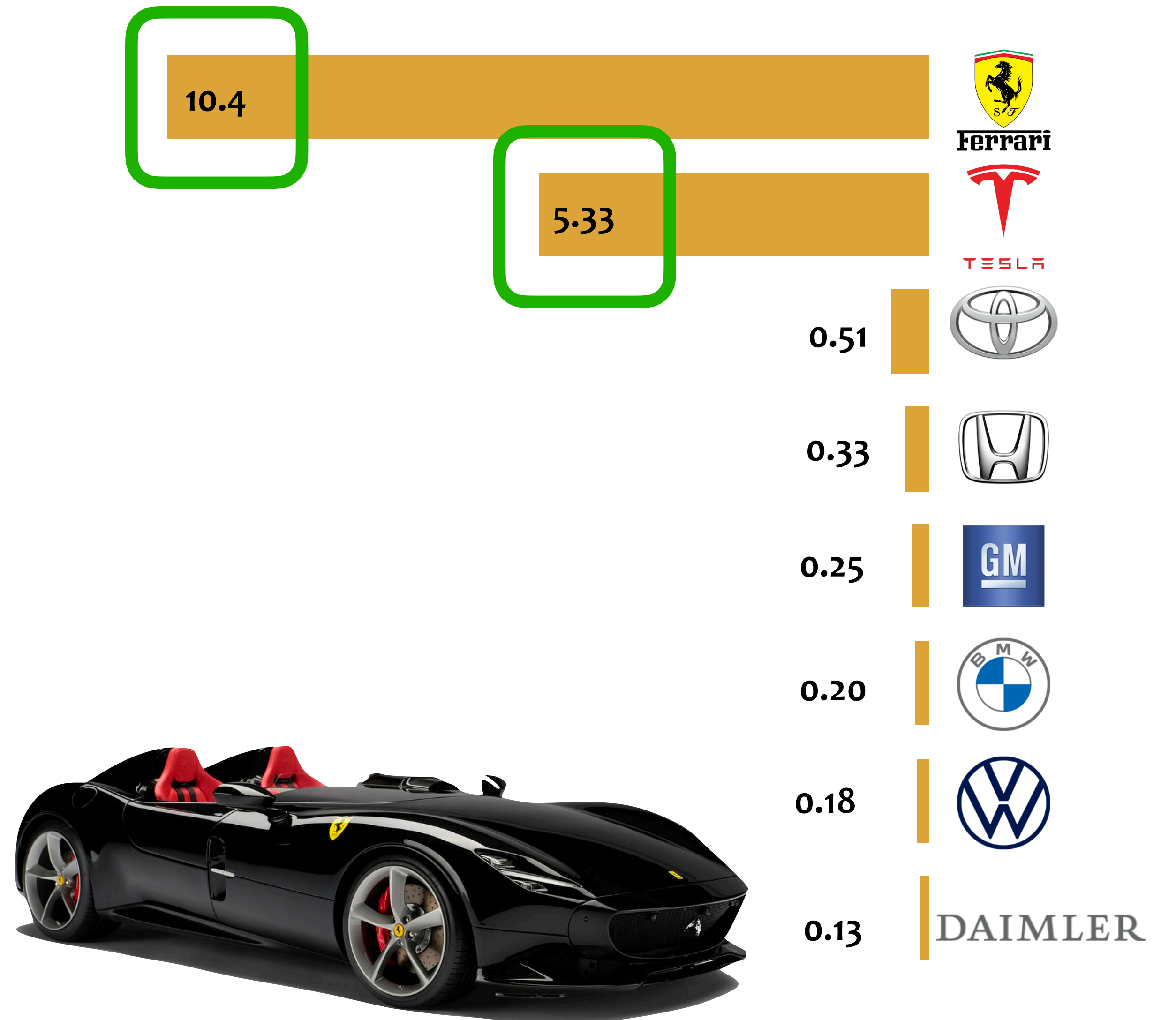
By Wayne Duggan, InvestorPlace Contributor Sep 4, 2020, 1:25 pm EDT



Market Value (\$M) per Dollar of Physical Assets (2020)



Market Value (\$M) per Employee (2020)





GYMSHARK

1. Business Is A Community

If there's one thing that Gymshark's known for it's their marketing — there's rarely a time you scroll through Instagram and don't see someone posing in a pair of Gymshark leggings. But what is it about their marketing that makes it so effective?

The brand's main focus is on building community. In an [interview with GO](#) when asked for his tips for success, Francis discusses the importance of building organic and real relationships amongst all aspects of the business. From hosting meet-ups and communicating directly with customers to working with and providing support for their promoters — Gymshark presents themselves as less of a product and more of a way of life.

This style of marketing isn't new. It's a common thread amongst the world's top companies — their businesses are built on emotional connection and how people identify themselves by the brand. When you work for Google you're part of a family, Apple is an ecosystem, you don't drive a car — you drive a Tesla.

The world isn't interested in what you're physically selling. Even if your product is the first of its kind, it's just a matter of time until something similar comes out. What people want to buy is an experience, a feeling. Your business shouldn't be about selling products, it should be about building a unique community — offering people an opportunity to be part of something bigger.



Join the conversation!



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