

Delivery 1: Analysis of social contracts, interpersonal reality and value creation in digital marketing era.

The creation of value is a complex process that is influenced by a multitude of factors. Among these factors, social contracts and interpersonal realities stand out as two interconnected concepts that play a significant role. However, many companies are only able to harness a small fraction of their potential digital value.

To address this issue, this practical guidance aims to provide insights and possible common recipes for value creation. Organizations looking to maximize their digital value and Digital marketers are the primary audience of this work.

Initially, this work will explore specific illustrative instances, including Social Networks, NFTs, and the Metaverse, to solidify the concept of value. Subsequently, an amalgamation of these examples with the concepts of interpersonal reality and social contracts will be pursued to formulate a viable recipe for value creation.

Furthermore, the analysis will extend to conjectures regarding the application of this recipe to practical scenarios, thereby proffering fresh perspectives on digital transformations.