



# UNICIST ONTOLOGIES Strategic Marketing Search Engine



## The Unicist Ontological Algorithm Bank

to develop diagnoses, forecasts and build marketing strategies

An algorithm is a precise rule specifying how to solve some problem. Unicist ontological algorithms for marketing define the logical steps to be followed to influence markets. Unicist algorithms are based on the ontological structure of the different concepts that integrate marketing processes that have been researched at The Unicist Research Institute. They are the structure of the Unicist Standard. The Unicist Standard integrates technical and fundamental analyses in to order to develop reliable marketing strategies.

### The Unicist Standard for Market Development

About 50% of marketing campaigns do not achieve their goals. This was the input for developing, step by step, a model that could make marketing more accurate.

The Unicist Standard for Market Development is based on the discovery and use of the Conceptual Market Segmentation that defines the fundamentals of the buying process. It includes: Image Building, Market Segmentation, Advertising, Relationship Management, Product & Services, Pricing, Promotion, Distribution and a Market Laboratory.

The Unicist Standard for Market Development began with the definition of the Conceptual Market Strategies to influence the markets. It uses the Unicist Ontological Market Segmentation and the Unicist Marketing Mix to emulate the nature of a specific market. Ontological market segmentation is simply the segmentation of natural attitudes of human beings. It is therefore cross-cultural.

When dealing with human behavior, fundamentals lay the grounding of human attitudes but the environmental and materialistic needs define the drivers of what people desire, want, need and buy.

The Unicist Standard for market development is part of the Unicist Standard in Business and is integrated with the Unicist Standard in Future Research.

The use of ontology based solutions for businesses is expanding worldwide.



*Follow the Trend...*

[www.unicist.net/obs.shtml](http://www.unicist.net/obs.shtml)

### Unicist algorithms to build objects

Unicist Business Objects are researched, developed and proven solutions based on the use of the unicist ontological algorithms included in the Unicist Standard that can be installed in processes in order to save energy and increase quality to produce results.

The energy saving in a normal business process is usually more than 30%.

A unicist object driven organization is a model that, according to the predefined objectives, designs the necessary processes and uses and reuses business objects to produce the expected results.

Objects are productive units that have a concept, an added value, the necessary quality assurance and a methodology to ensure the minimum strategy.

To imagine an object please consider an automatic pilot in an airplane. It can be considered a “paradigmatic” object.

### Unicist Consultation System

There is a Consultation Service available to provide guidance for the use of Unicist Ontologies for Strategic Marketing to participants, in order to facilitate the switch from an empirical approach to the use of ontology based solutions to generate results in business and develop business objects.

**Rights of Use (yearly)**

**USD 100 + taxes**

**FREE 30-DAY TRIAL**

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## R&D e-books included in The Unicist Ontological Algorithm Bank



The Unicist Research Institute (TURI) is a global research center specialized in complexity sciences focused on the research of the evolution of adaptive systems. This approach is synthesized in the Unicist Standard and materialized in the Unicist Ontological Algorithms to deal with the nature of adaptive systems. Applied research at TURI is focused on the development of ontology-based technologies for social, institutional, individual and business applications. TURI develops technologies, tools and solutions in the field of the research of complex systems, future research, scenarios, strategy and education applied to countries, business and individuals.

1. Beyond Marketing
2. Butterfly Companies and their cure
3. Design of complex systems research
4. Globalization: the new tower of Babel?
5. Influencing Nature: Analogy between the nature of concepts and the DNA
6. Innovation: The lessons of Nikola Tesla
7. Institutionalization
8. Introduction to the Nature of Perception and Credibility
9. Introduction to Unicist Econometrics
10. Introduction to Unicist Market Segmentation
11. Introduction to Unicist Thinking
12. Mind Traps that hinder personal evolution
13. Reading the Nature of Reality
14. The book of Diplomacy
15. The Ethic of Foundations
16. The Nature of Democracy
17. The Nature of Doers
18. The Nature of Unicist Business Strategy
19. The Nature of Unicist Object Driven Business Growth
20. The Nature of Unicist Object Driven Leadership
21. The Nature of Unicist Object Driven Marketing
22. The Nature of Unicist Reverse Engineering for Object Design
23. The Unicist Ontology of Ethical Intelligence
24. The Unicist Ontology of Evolution
25. The Unicist Ontology of Family Businesses
26. The Unicist Ontology of Network Building
27. Unicist Business Strategy
28. Unicist Business Therapeutics
29. Unicist Corporate Universities
30. Unicist Country Future Research
31. Unicist Logic and its mathematics
32. Unicist Market Confrontation
33. Unicist Marketing Mix
34. Unicist Mechanics & Quantum Mechanics
35. Unicist Mechanics: Business Application
36. Unicist Reflection: The path towards strategy
37. Unicist Standard Language
38. Unicist Standard Language
39. Unicist Ontogenetic Algorithms to Solve Business Problems
40. Unicist Standard for Business Change Management
41. Unicist Standard for Business Modeling
42. Unicist Standard for Leadership
43. Unicist Standard to deal with the Nature of Personal Evolution
44. Unicist Standard to Learn to Develop Strategies
45. Unicist Standard to Manage the Nature of Businesses
46. Unicist Standard to Research and Develop Adaptive Systems
47. Unicist Standard to Research the Nature of Human Adaptive Systems
48. Unicist Standard: The limits of personal possibilities to deal with Adaptive Systems

### Transforming empirical approaches into ontological solutions

This Unicist Ontological Algorithm Bank provides the logical steps that have to be followed to develop diagnoses and design marketing strategies. The logical solutions are presented in Unicist Standard Language which is a logical semantic structure in natural language to deal with logical solutions for complex adaptive systems.

They define the Unicist Standard which describes the taxonomic logical steps to be followed to produce solutions.

The difference between a Unicist Market Confrontation and a Market War is that the objective of war is to destroy the competitor, while the objective of Unicist Market Confrontation is to build a stable relationship with the clients and the market.

To face a confrontation there are several basic attitudes that the one responsible for the competitive strategy needs to have:

- 1) Sound knowledge of the products and the markets
- 2) Strong identification with the company s/he represents
- 3) Courage to deal with the implicit and explicit conflicts



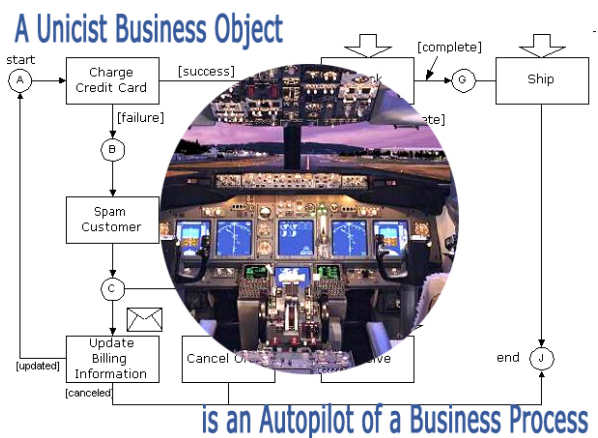
# Applications of the Unicist Standard using Unicist Ontological Algorithms



The Unicist Object Driven Technologies have been applied to more than 500 companies, institutions and countries. They are based on fundamental analysis. Fundamental analysis is the approach that defines the limits of the possibilities of the evolution of a given reality. Fundamentals define the boundaries implicit in the functionality of a given reality. Technical analysis deals with the cause-effect relation between “variables” that have been identified making a systemic compromise.

## Some business applications

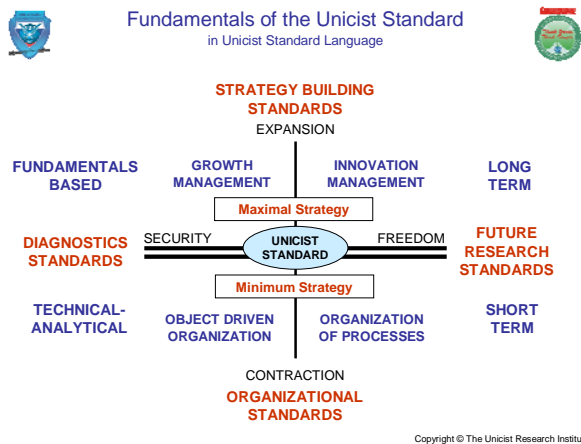
ABB, AG Mc. Kee & Co, AISA, American Express, Apple, BankBoston, BASF, Bayer, Boca Juniors, Brahma, Cablevisión, Cigna, Cinzano, Citibank, Citibank (SISA), CMS, Coca Cola, Colgate Palmolive, Cronista Comercial, Deutsche Bank, Diners Club, Emzo, Federación Nacional de Cafeteros de Colombia, Fundación Favaloro, Gador, Glasurit, Hewlett Packard, Holderbank, IBM, ING, Johnson & Son, Juan Minetti, La Caja de Ahorro y Seguro, La Veneciana, Lloyd's Bank, Mañana Profesional, Massey Ferguson, Merck, Monsanto, Novartis, Parexel, Parque de la Costa, Pirelli, Radio América, Renault (30 group members), Sal dos Anclas, Sew Eurodrive, Shell, Telefónica, TIM, Vasalli, Worthington, Xerox, YPF-Repsol.



*This model emulates nature to achieve results promoting expansion while optimizing the energy invested.*

## Stock value prognoses monitored with the Unicist Ontological Algorithms for Fundamental Analysis

Aetna, Allianz, American Express, AstraZeneca, AT&T, Banco Bradesco, Banco Santander, Bank of America, BASF, Bausch & Lomb, Bayer, BHP, Black & Decker, Blockbuster, Boeing, Bristol-Myers Squibb, Burger King, Cadbury, Campbell, Cigna, Cisco Systems, Citigroup, Coca Cola, Daimler-Chrysler, Deutsche Bank, General Electric, Hewlett Packard, Honda Motor, HSBC, IBM, ING Group, Johnson & Johnson, Lufthansa, Mc Donald's, Metlife, Microsoft, Monsanto, Nestle, Nokia, Novartis, Pepsico, Petrobras, Pfizer, Procter & Gamble, Renault, Roche, Siemens, Sony, Telefónica, Tokio Electric Power, Toyota, Unilever, Vale do Rio Doce, Volkswagen, Wal-Mart.



*The Unicist Standard allows modeling the nature of businesses. It has been developed for diagnosing, strategy building, conceptual design and conceptual planning.*



# Papers on Discoveries included in The Unicist Ontological Algorithm Bank



## Unicist Complexity Research Methodology

The Unicist Research Institute changed the paradigm of the complexity research focused on human individual, institutional and social evolution. The unicist ontological research approach allowed researching adaptive systems in the oneness of the unified field they define, avoiding the development of hypothetical solutions based on inexistent cause-effect relations. The unicist ontological research model enabled the definition of the field of possibilities of an adaptive system and to enter then in the field of probabilities of the occurrence of events. This gave birth to the Unicist Standard to research and deal with human adaptive systems.

Discovery of the butterfly company and its cure  
Discovery of the Unicist Ontogenetic Algorithm  
Discovery of the unicist ontology of a commercial catalyst  
Discovery of the unicist ontology of Business Synergy  
Discovery of the unicist ontology of Client Centered Management  
Discovery of the unicist ontology of cognitive objects  
Discovery of the unicist ontology of countries' cultural change  
Discovery of the unicist ontology of decision making  
Discovery of the unicist ontology of Democracy  
Discovery of the unicist ontology of Economic Behavior  
Discovery of the Unicist Ontology of Enterprises  
Discovery of the Unicist Ontology of Entrepreneurs  
Discovery of the unicist ontology of family businesses  
Discovery of the unicist ontology of Functional Segmentation  
Discovery of the unicist ontology of fundamental and technical analysis  
Discovery of the unicist ontology of Fundamentalism  
Discovery of the unicist ontology of Fundamentalists  
Discovery of the unicist ontology of historical evolution  
Discovery of the unicist ontology of human process catalyts  
Discovery of the unicist ontology of ideologies  
Discovery of the unicist ontology of Innovation  
Discovery of the unicist ontology of Insourcing  
Discovery of the Unicist Ontology of Institutions  
Discovery of the Unicist Ontology of Intellectual Capital  
Discovery of the unicist ontology of leadership  
Discovery of the unicist ontology of Lifestyles  
Discovery of the unicist ontology of Market Segmentation  
Discovery of the unicist ontology of marketing mix  
Discovery of the unicist ontology of Natural Organization  
Discovery of the unicist ontology of object driven value generation  
Discovery of the unicist ontology of Outsourcing  
Discovery of the unicist ontology of quality assurance

Discovery of the unicist ontology of Research  
Discovery of the unicist ontology of the collective unconscious  
Discovery of the unicist ontology of the State-Nation  
Discovery of the unicist ontology of time management and time drivers  
Discovery of unicist business therapeutics processes  
Mind traps that hinder personal evolution  
The basics of learning new skills to solve complex problems  
The Building of Human Capital: an ontological approach  
The discovery of anti-intuition  
The discovery of innovation blindness  
The discovery of Ontointelligence  
The discovery of the human anti-intelligence  
The discovery of the ontogenesis of the ethical intelligence  
The discovery of the ontology of fallacies  
The discovery of the ontology of language  
The discovery of the ontology of stagnant survivors  
The discovery of the ontology of superiority complexes  
The discovery of the ontology of the use of words in the building of minimum and maximal strategies  
The discovery of the relation between complexity management and human fears  
The discovery of the unicist ontology of human learning  
The discovery of the unicist ontology of innovation  
The discovery of the unicist ontology of research  
The discovery of the unicist ontology of the adults' learning context  
The discovery of the unicist ontology of the ethical intelligence  
The discovery of the unicist ontology of Universal Strategy  
The discovery of the unicist taxonomy of complex problem solving learning  
The unicist design methodology: Unicist XD  
The unicist ontology of globalization and sustainable development  
Unicist Anthropology  
Unicist Thinking: the double dialectical thinking



# The Unicist Research Institute

The major research organization in the world in its specialty

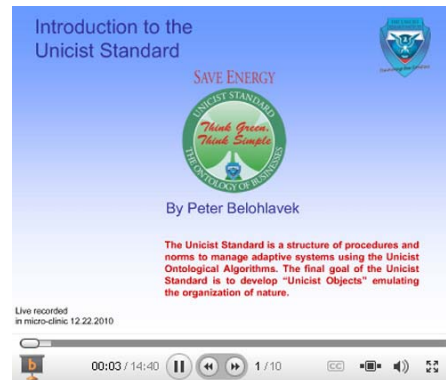
SAVE ENERGY



The Unicist Research Institute (TURI) is a global research center specialized in complexity sciences. Its mission is to research and develop object driven technologies to help individuals and institutions to manage individual, institutional and social evolution problems based on the use of unicist ontological algorithms.

## Unicist object driven technologies

Business Diagnostics • Change Management • Client (Patient) Centered Management • Competition and Cooperation in Unicist Strategies • Complex Problem Solving • Counseling and Coaching • Decision Making • Efficacy Management • Ethical Intelligence • Object Driven Business Ethics • Family Business Management • Innovation Management • Negotiation Strategies • Network Building • Object Driven Leadership • Object Driven Marketing • Organizational Object driven Design • Outsourcing • Perception & Credibility Building • Personalized Organization • Quality Assurance • Time Management • Unicist Cybernetics • Object Driven Organization • Unicist Learning • Unicist Market Segmentation • Unicist Marketing Mix • Unicist Ontology of Language • Unicist Future Research • Unicist Strategy Building • Unicist Talent Development • Unicist Thinking.



Access video: [www.unicist.org/iaa.shtml](http://www.unicist.org/iaa.shtml)

Access the Unicist Standard:  
[www.unicist.org/unicist\\_standard.shtml](http://www.unicist.org/unicist_standard.shtml)

## Main unicist archetypes of countries

Argentina, Australia, Belgium, Brazil, Canada Chile, China, Colombia, Costa Rica, England, Finland, France, Germany, Holland, India, Israel, Korean Republic, Mexico, New Zealand, Italy, Japan, Norway, Peru, Poland, Russia, Saudi Arabia, Slovakia, Spain, Sweden, Switzerland, Uruguay, USA, Venezuela.

the mining market •Structure of the Timber market •Structure of the apparel market •Structure of the passenger transportation market –land, sea and air •Structure of tourism market •Structure of the cargo transportation market •Structure of the professional services market •Structure of the e- market •Structure of the entertainment and show-business market •Structure of the advertising market •Structure of the gastronomic market •Structure of the hotel-management market •Structure of the credit card market •Structure of the real estate market •Structure of the fishing market •Structure of the editorial market •Structure of the Industrial Equipment market •Structure of the Construction and Engineering market •Structure of the bike, motorbike, scooter and moped market •Structure of the sporting goods market •

## Follow the Trend

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Use the Unicist Ontological Algorithm Banks for Business (Access a Free Trial)

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English



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English



[www.unicist.net/ussm.shtml](http://www.unicist.net/ussm.shtml)

English



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