Shakespeare's Timeless Legacy: Insights Into Enduring Market-Product Interactions Across Centuries

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Abstract

        Shakespeare's enduring legacy is a testament to his unparalleled ability to engage audiences, a skill evident even during the Bubonic Plague of 1593 when his comedies alleviated societal distress. This article examines how Shakespeare's strategies have continued to shape market-product interactions, influencing adaptations by British authorities and technological advancements by private enterprises. From the adoption of automatic printing to the transition to digital e-books, and the transformation of plays into movies, television, animation, and interactive games, Shakespearean works have consistently evolved to meet changing consumer preferences. This study aims to provide insights for creating effective product marketing strategies using generative Artificial Intelligence, drawing lessons from the enduring popularity and adaptability of Shakespeare's works.

Keywords: Market-product interaction, Customization, Content adaptation, Technological adoption, Visual media technology, Educational tool

Introduction
Objective

        The objective of this article is to explore the enduring success of Shakespeare's works over the past four centuries and provide readers with guidelines to apply these insights in curating related articles or developing strategic product marketing plans.

Research Area

The article falls under a multidisciplinary research area, integrating **literary studies, marketing, history, media studies, technology and innovation, and education**. It aims to provide a comprehensive analysis of how Shakespeare's works have maintained their market presence and relevance through strategic adaptations and technological advancements over the centuries.

Research Method

This study employs a documentary research method, utilizing public sources to gather historical and contemporary data. Given the extensive history of Shakespeare's influence, historical events are analyzed as evidence of his lasting impact. The study describes the responses of public and private enterprises to the preferences and behaviors of modern audiences, illustrating how Shakespeare's works have been continuously adapted and marketed to maintain their relevance.

Structure of the Article

The article is divided into five parts, namely, The William Shakespeare's Legend, Post-Shakespearean Era, Marketing Application, Summary and Conclusion, and References.

The William Shakespeare's Legend

"All the world's a stage,
And all the men and women merely players;
They have their exits and their entrances;
And one man in his time plays many parts,
His acts being seven ages."
"**As You Like It**" **(1599)**
William Shakespeare

The following are Shakespeare's seven span of ages in his personal life.

FIRST SPAN OF AGES: **April 1564, William Shakespeare born in Stratford-upon-Avon in Warwickshire, England**.
He was born during the Elizabethan era (r.1558–1603), under the Tudor Period (1485–1603), which was on one of the most prosperous times for England.

SECOND SPAN OF AGES: **Education. He attended King's New School, Stratford.**

THIRD SPAN OF AGES: **Shakespeare got married to Anne Hathaway in 1584, to start his family life.**

FOURTH SPAN OF AGES: **Incubation Period for His Career Development, 1585 to 1592**
"*Some glory in their birth, some in their skill,*"
Sonnet 91, William Shakespeare

As a young man who needed to succeed in the theatrical business, Shakespeare started as an apprentice and developed the following essential skills, by himself and by acquiring them from his mentors.
1. **Acting skill**: In order to understand the behavior and desirability of his audience, Shakespeare began his career as an actor who continuously interacted with the audience and had relationships with his fellow actors, crew members, prompters, musicians, engineers, investors, and producers.
2. **Novelist skill**: It requires creativity and documentary research. For example, Shakespeare's first three shows were related to creativity and emotional tragedy, such as "Titus Andronicus," and historical events, such as "Henry VI, Part I, II, and III" and "Richard III".
3. **Playwright skill**: He may have learnt or acquired this skill from Christopher Marlowe (1564–1593), a famous playwright during the Elizabethan era, to transform his creatively written novels into live drama.

FIFTH SPAN OF AGES: **Successful Career and Achievements, 1592 to 1610**
Shakespeare's success and achievements are attributed to his ability to produce the right products to satisfy the target customer market demand with an effective market–product interaction management.
It will be divided into three sections: customer market, Shakespeare's products, and the market–product interaction process.

1. Customer Market
The customer market at the time could be divided into three interrelated parts: the market conditions and its environmental impacts, market segmentation, and competition.

1.1   Market conditions and environmental impacts
Opportunity
Economic conditions and affordability

As mentioned in the First Span of Ages, Shakespeare was born during the Tudor Period, which had ended at the Elizabethan Era in 1603. The Tudor Period is one of the most prosperous periods of British history. Therefore, Londoners, the largest group of the prospective audience in Britain in particular, could afford to see the lives shows during their leisure time.

Threats
(1)   Bubonic Plague

The 1593 plaque had caused Londoners mental distress, and they had to be isolated. However, Shakespeare had not abandoned his customers (Young, 2020).

Turning Threats to Opportunities: To ease the mental distress of his audience, Shakespeare introduced four customized comedy shows. At the same time, he *adopted printing technology* to publish books for those who wanted to stay home or to be isolated. The printed book became his new business venture.
Londoners had faced two more plagues in 1603 and 1610.

(2)   Legislation

There was no intellectual property protection legislation. As a result, Shakespeare had no legal right to his works, and he and his partner lost an enormous amount of the potential income to piracy.

However, the first Copyright Act, The Statute of Anne 1710, was introduced in England (NPG, 2023), to protect the interests of the publishers. Thereafter, most of the countries adopted the intellectual property legislation. It is due to this legislature that translations and inspired modifications of Shakespeare's works may be copyrightable.

1.2   Consumer market segmentation
Consumer market could be divided into audience and readership markets.

1.2.1   Audience markets
The audience markets are divided into two geographical segments: Londoner and foreign markets.
Londoner market
The Londoner market was divided into the commoners or pheasant audience and the Renaissance audience.

(1)   Commoners

They were the majority of the Londoners and were the main source of income for Shakespeare and his company.

(2)   Renaissance audience

The Renaissance audience included the queen and the king, her and his royal family, and aristocrats. In 1589, Shakespeare joined the Queen's Company as a player until 1592. In 1594, the company became the "Lord of Chamberlain's Men". In1595, Queen Elizabeth I (r. 1558–1603) attended Shakespeare's "A Midsummer Night's Dream" (The Royal Household, 2023). In 1597, Shakespeare launched "King Henry IV," with an intention to convey the responsibilities of the monastery and leadership to the commoners.

> *"Uneasy lies the head that wears a crown".*
> **King Henry IV, Part II (1598)**
> **William Shakespeare**

In 1603, Shakespeare's company became "The King's Men" during the reign of James I of England (r.1603–1625), after the death of the Queen Elizabeth.

Since the king and the queen were the most *influential persons* to their citizens with regard to their thoughts and preferences, The Royalty acceptances were important to influence and accelerate the acceptance of the "Shakespeare" brand and his products among the commoners.

Foreign markets

The German market is an example of a foreign market that successfully adapted Shakespeare's shows to suit the German culture. The shows had to be in German language, with German actors and German costumes. It became an effective political tool to enhance the foreign relations policy.

1.2.2   Readership markets

It can be divided into two segments:

1. The readers who wished to read the stories during their leisure time or during the plagues when they were isolated.
2. The audience who wished to buy the books as souvenirs.

1.3   Competition

Shakespeare faced direct competition that was both legitimate and non-legitimate or related to piracy.

The legitimate collaborative rival was Ben or Benjamin Johnson (1572–1637). He introduced a humorous play in 1598, "Every Man in His

Humor;" Shakespeare also introduced a comedy show, "Much Ado About Nothing," that same year. However, Ben Johnson may have admired Shakespeare and may have some collaborations. He praised Shakespeare upon his death, stating, "*He was not of an age, but for all time".*

2.   **Shakespeare's Product**
Shakespeare's high-quality works are a result of his product features, their benefits and appeal, and public domains.

2.1 Product features
Shakespeare's product features are diversification and versatility.
(1) Product diversification
A total of his thirty-seven products or shows have been classified into five core categories. These are history, comedy, tragedy, romance, and fiction. Most of the settings are in Italy and Britain (Estill, 2023).
(2) Product versatility
Shakespeare's original products could be customized and adapted to a new market, with the adoption of technology to create a new product presentation for the existing or new markets.
(3) Philosophical Quotes
Seven philosophical quotes of Shakespeare's works, mentioned in this article, are provided to reinforce enlightenment of the readers.

2.2 Product Benefits and Appealing
To attract and retain his customers, Shakespeare had transformed his product features to be benefiting and appealing to his customers, through exceptional playwrights, directors, lead actors, supporting actors, and team members.
(1) Product benefits
1. Providing "Food for Thoughts and Humanity" that helps customers to create better human relationships, makes decisions, solve challenges, and perform effective leadership.

"***Strong reasons make strong actions.***"
King John (1596)
William Shakespeare

2. Educational Entertainment or Edutainment for the young children who attend church services and or educational institutions. The benefit would be to reinforce their "Food Thoughts" from observing successes and mistakes and developing human relationships while reading and acting.

3. Soft Power. The British authorities used Shakespeare's works as a soft power to penetrate the British culture among the people under the British Empire, which had begun during the reign of Queen Elizabeth.

(2)   Product appeal

The purpose of appealing is to attract and retain a wide range of the customers by creating memorable experiences from the shows and books.

2.3.   Public domains

Since his works and the famous "Shakespeare" brand and logo have also been created before the copyright and trademark legislations, other entrepreneurs have helped spread his works, thus widening the audience in other markets.

3.   Market–Product Interaction Management

Shakespeare's *responding activity was to satisfy the current existing customer* who desired for the product and communication, purchasing or acquiring, attending, and evaluating his products. The ultimate aim of the process was to create mutual and reciprocal benefit for both the customer and the company.

1. Customer Desires Entertainment   Shakespeare Responsive Action

(1) During Normal Situations
   Londoners

Entertainment During Their Leisure Time	He transformed his novels into production of two product presentations: live show in a public and Royal theater and book.
Customer Desires For New Shows	He introduced new shows about every two years to retain his existing customers and to attract the new ones.
German Audience	He adapted the content to suit the local requirements.
Renaissance Audience	Shakespeare adapted the content to suit the Royal Protocol.

(2) During the Plague around 1593 (Kennedy, ed. 2013)

Customer Needs	**Shakespeare's Customized Products**
To relieve from mental distress	Instead of closing the theater, he kept introducing the following comedic live shows, "The Taming of the Shrew,""Love's Labour's Lost," "The Gentlemen of Verona," and "Comedy of Errors," to relieve distress.
To be isolated from community	He introduced printed books from previous shows, "Titus Andronicus" and "Henry VI,

Part II," for those who wished to read.
He also published two narrative poems, "Venus and Adonis" and "The Rape of Lucrece."

2. Customer Appeals for Communications of Available Products	**Shakespeare Promoted His Products**
	1. Arousing his prospects through distribution of leaflets that contained information about leading actors, producers, the "Shakespeare" brand, and so forth. (Stack Exchange, 2022) 2. Word of mouth by his customers 3. Promoted his company as a company of the Queen Elizabeth "The Lord of Chamberlain's Men" and later as a company of the King James, "The King's Men". The objective is to "pull" the audiences to the theater.
3. Commoner Decides To Purchase	**Shakespeare's Pricing Scheme** He widened his customer base by offering differential pricing schemes, or admissions fees, which allowed seating and standing audience or groundlings could attend the same show (Seattle Shakespeare, 2021).
4. Customer Attends The Show **Commoners Attend**	**Shakespeare's Theater** **A Public Theater** It is located on the bank of the River Thames, which is convenient to access. It is an open-air theater with large space for standing audiences to conduct augmented social gathering activities prior to the show.
Renaissance Audience	His company performed at a private theater and or at the Royal Court.
5. Customer Evaluation and Feedback **Commoners**	**Shakespeare Accepted Feedbacks** He accepted every feedback from his audience: during the show by observing body language, verbal expressions, and so on. His response to feedback would enable him to make necessary adjustments to continue satisfying his customers.

Renaissance Audiences

> Their feedback may have influenced to the commoners. He had to make corrections soon, if they gave a negative feedback.

At the end of Shakespeare's Fifth Span of Ages, he became wealthier and had established his own theater, called "The Globe Theatre".

SIXTH SPAN OF AGES: **A Wealthy Retired around 1610, at Stratford, England**

His success and achievement come from having the right career development during the Fourth Span of Ages, as well as from his ability to apply an appropriate *marketing application* to effectively interact with his customers during the Fifth Span of Ages.

"All's Well that Ends Well." (1604)
William Shakespeare

SEVENTH SPAN OF AGES: **Death, April 1616, and survived by his wife.**

Post-Shakespearean Era

Shakespeare's inheritances, for public organizations and private enterprises, cannot be quantified. They are composed of the diversified benefiting and appealing products and the concept of a customer-driven market–product interaction marketing management process. The process had enabled Shakespeare to strategically respond to the ever-changing of environments that influence the customer *preferential behavior* and their desirability. The responsiveness includes the simultaneous *creative adaption of the existing products* and *adoption of the appropriate technologies to serve the current target customers,* in order to widen the acceptance and optimization of his products worldwide till today.

Shakespearean Marketing by Public Organizations

The two major public enterprises, political and educational, have adapted the products to suit the local requirements and to adopt the appropriate innovative technology to accommodate the changing behaviors and desires of the audience.

(1) **Political Enterprises**

Foreign Relations Policy

The administrative concept of establishing the empire came from the influence of the Roman Britain (43 to 411), which gave opportunities to expand the business by entering new markets and to obtain necessary resources.

Between 1815 and 1914, a period referred to as the British Empire. It transformed into the British Commonwealth in 1930. To maintain British imperial power and to minimize local resistance, the British government had introduced the foreign relations policy. The government enterprises had adopted Shakespeare's works as a part of the political *soft power*. To gain local *societal* acceptance, the content of Shakespeare's works had been adapted to local social culture and became the "*sociopolitical products*".

In 2014, the British government had donated £1.5 million ($2.44 million) under the "*Plan for Cultural Co-operation with China*". As a result, the Chinese would translate Shakespeare's works into Mandarin and translate fourteen Chinese novels into English (BBC, 2014).

Shakespeare's *novels* have been expanded to every continent and translated into more than one hundred languages.

(2) Educational Institutes
1. Adaptation of Content to Various Educational Institutes
1.1 Book

In Britain: During the Victorian era (r.1837–1901), Shakespeare's novels were taught in schools. They got into the curriculum and have stayed there ever since (Reed, 2021).

Global: Sixty-four million children globally study Shakespeare in diversified continents and countries (Infield, 2016), under their own languages with modifications to suit their maturity.

1.2 Edutainment: The adaptable content in a curriculum consists of two reinforced teaching methods: reading or listening to the novels and letting students act on a stage (Thurston, 2020).

2. Adoption of Virtual Reality Technology by New York Institute of Technology in the Development of Hamlet AR/3D Video Game Project

Perchance: An AR Hamlet Mystery is a cutting-edge AR/3D video game developed by the New York Institute of Technology, since 2017. It provides New York Tech students, in humanities classes, with an in-depth experience of Shakespeare's "Hamlet". It also enhances their comprehension and retention by immersing them in the story (Campo, 2021). Therefore, it has become a new and novel personalized teaching method.

Political enterprises and educational institutions have laid down a foundation, product acceptance, among a wide range of people for the private enterprises.

Shakespearean Marketing by Private Enterprises

There are two distinctive private enterprises that market Shakespeare's products for profit: the Shakespearean conservative and the innovative entrepreneurs.

1.   The Shakespearean Conservative Entrepreneurs

These entrepreneurs have continued marketing existing Shakespeare's novels, books, and onstage plays or acts, for the audience and readers who prefer originality. Some enterprises have adopted digital technology to accelerate growth opportunities of the products through digital channel of distribution or marketplace.

1.1 Shakespeare's Book Marketing
The First Folio

The First Folio, a collection of Shakespeare's thirty-six novels, was published in 1623, seven years after his death.

(1) Marketing of Physical Books

During the Victorian era (r.1837–1901), all classes of Britain could afford and read novels (Steinbach, 2023).

Adoption of Automatic Printing Technology

Coinciding with the increasing demand for Shakespeare's books, the paper-making industry had transformed from manual to mass production. This enabled the publishers to adopt automatic printing technology to increase their production capacity to meet the increasing demand for books.

Distribution Channels: Physical and Digital Market Places

Shakespeare's books are available from physical bookstores to online marketplaces.

Online marketplaces are e-commerce platforms that allow buyers and sellers to conclude sales of goods and services (ICO, 2022). The digital service provider (DSP) may include a third party payment provider. However, physical books have to be delivered only *via* physical delivery systems.

Sales Performance: A Proven Record

According to the Guinness World Records, four billion copies of his plays have been sold in almost 400 years since his death in 1616 (Lynch, 2014). e-Books and audiobooks are not included.

(2)   Marketing of Digital or e-Books for Reading

The physical books have been transformed into digital content or e-books since the 1970s. Shakespeare's e-books are available for download for playback and *reading* from two channels:

1. The e-books can be downloaded from e-book publishers, where consumers or readers can read on compatible e-reader device.
2. They can be downloaded through digital service providers to consumer's personal computer, laptop, mobile phone, tablet, and so forth for further reading.

(3)   Marketing of Audiobooks for Listening

An audiobook is a recording of oral reading by either a human or artificial intelligence narrator. It is an alternative and complementary to reading. It is a very useful medium for people with reading disorder or dyslexia and the blinds.

Precautions: The original content of Shakespeare's works may be a copyright free, but the production and distribution technologies may be under the intellectual property rights protection.

1.2   Shakespeare's Live Plays Marketing

Shakespeare's live plays or performing art can be further divided into two distinctive characters: conventional live plays and live streaming on-screen.

(1) Shakespeare's Conventional Live Plays: Onstage Production

The plays are the flagship of Shakespeare's works and have to be performed onstage, by actors, in a physical theatrical environment, and under different settings. Shakespeare's thirty-seven plays have been shown around the world in original versions or adaptations and inspiration to suit the local market requirements, till today. However, live plays in the theaters have been occasionally interrupted by plagues, pandemic, political unrest, and wars.

(2) Shakespeare's Live Streaming On-Screen

During the peak of COVID-19 outbreak, Shakespearean entrepreneurs did not abandon their customers. The live stream presentation from on stage production, "The Tragedy of Macbeth," had been shown to the *payable audiences worldwide* from Almeida Theatre in London, October 27 to 30, 2021 (Crompton, 2021).

The mentioned example shows how an entrepreneur adopted *streaming technology* to create a "*socioeconomic product*".

2.   The Shakespearean Innovative Entrepreneurs

The Shakespearean innovative entrepreneurs have faced major challenges from changing British foreign policy to the emergence of new

technologies. However, they are able to adopt Shakespeare's acts with *picture-generating technologies* to create the following *derivatives*: movie, television, animation, and interactive games. The acts are also developed into radio drama.

In this regard, the entertainment industry becomes a major market for manpower and a major source of income, audiovisual technology advancement, and development.

2.1   Shakespearean Movie Marketing

The following are the four key success factors that make Shakespeare the most filmed and globally recognized author as of February 2016 (Lynch, 2016).

1) **Adaptation**: The screenplay has been adapted into more than one hundred non-English languages, set in various foreign countries, with changing costume design, and so on, to suit the local market environment and requirements worldwide. The following are examples of the film adaptation: "Haider" (2014) in Hindi from "Hamlet" (1601), "Ran" (1985) in Japanese from "King Lear" (1606), and so forth (Thapa, 2021).

2) **Inspiration**: The following are the examples of the movies inspired by Shakespearean entrepreneurs: "Forbidden Planet" (1956) from "The Tempest" (1611), "She's the Men" (2006) from "Twelfth Night" (1602), and so on (Lamoureux, 2021).

"*What's in the name? That which we call a rose by another name would smell as sweet.*"
Romeo and Juliet (1594)
William Shakespeare

3) **Adoption of Digital Technology**: In 2013, the films were transformed from analog to digital movie. The movies in digital format can be distributed *via dual distribution channels*, which require different marketing practices.
   The digital films can be shown in the existing movie theaters with audiovisual projection modifications. It requires a "pull" marketing effort.
   The digital movie can also be transmitted by streaming service provider or television *via* Internet or broadcasting systems to consumers who prefer to watch movies at home. This digital transformation has created more marketing opportunities for innovative entrepreneurs.

4) **Turn Threats into Opportunities**: The COVID-19 outbreak had forced people to stay at home. Theaters were abandoned. So,

entrepreneurs had to "push" their movies to the audience through personal digital TV or computers or mobile devices from streaming service providers.

The digital transformation had stabilized the movie production industry, during the pandemic, which is significant to the society's mental wellness and economy.

2.2   Shakespearean TV Marketing

"As You Like It" was the first part made-for-television produced by BBC in 1937, followed by the full feature made-for-television, "Julius Caesar" in 1938 (Wells, 1982).

2.3   Shakespearean Animation Marketing

A storyboard was initially drawn by hand around the early twentieth century. Since 2000s, the drawing is done by computer-generated images or CGI. The animation is shown in multiple channels, cinema, DVD, TV channels, and streaming platforms.
Furthermore, the animation is developed into interactive video game.

2.4   Shakespearean Interactive Game Marketing

Shakespeare's products were further developed into 2D and 3D interactive games around 1993 and 2006, respectively.
The current development of the 3D games into virtual reality and augmented reality, with immersive technology, will be a new opportunity for innovative entrepreneurs.

Products
Shakespeare's Inspiration Games
The following are the examples of the video games influenced by Shakespeare: "Elsinore and Vagrant Story" from "Hamlet" (1601), "Haven" from "Romeo and Juliet" (1594), and so on (Kennedy, 2022).

Delivery Devices
Gamers can access video game service providers *via* video game consoles, personal computers or mobile phones or tablets, and headset.
The new technologies have helped develop new markets.

Shakespearean Audio Drama Marketing
The audio drama is a system, composed of producers, a radio station as a distribution channel, and audience with radio receivers. Shakespeare's " Twelfth Night" was broadcasted live in around 1923 in analog format (Smith, 2022). Since the early twenty-first century, the content has become

digital and has been distributed over the Internet. Audio dramas are still relevant today, in particular to the blinds.

Marketing Application
Incorporating Generative AI into the Product-Market Marketing Plan
Introduction

The advent of generative AI technology is revolutionizing various aspects of business operations, particularly in marketing. By leveraging generative AI, marketers can enhance their strategic planning and execution processes, resulting in more effective and impactful marketing campaigns. This section outlines the structure and benefits of incorporating generative AI into the creation of a product-market marketing plan, drawing parallels to the enduring influence of Shakespeare's legacy on market-product interactions across centuries.

Structure and Benefits of Marketing Application
1. Trend Prediction:

Generative AI excels in analyzing vast datasets to identify emerging trends and patterns. This capability allows marketers to anticipate future market developments and innovations, enabling them to adapt their strategies proactively. By staying ahead of the curve, marketers can position their products more effectively and seize new opportunities as they arise.

2. Content Creation:

Generative AI can automate the production of content at scale, allowing marketers to create personalized campaigns tailored to specific audience segments. This efficiency in content creation ensures that marketing messages are relevant and engaging, leading to higher audience engagement and conversion rates.

3. Market Research:

Through scenario simulation and predictive analysis, generative AI provides marketers with insights into potential market outcomes. This helps in understanding the probable impact of new products or campaigns, allowing for better-informed decision-making and reducing the risk associated with market entry or new initiatives.

4. Customer Insights:

By analyzing customer data, generative AI uncovers valuable insights into consumer preferences and behaviors. This deep understanding of the target audience enables marketers to refine their messaging and targeting, resulting in more effective and resonant marketing efforts.

Overall Benefits:

Generative AI empowers marketers to make data-driven decisions, anticipate trends, and create impactful campaigns. This technology enhances the strategic planning process, driving innovation and improving the effectiveness of marketing strategies. By incorporating generative AI, marketers can achieve greater success in a dynamic and competitive marketplace.

Developing a Strategic Planning with Generative AI

In this exercise, we outline a comprehensive process for utilizing generative AI to formulate effective marketing strategies:

1. Understanding and Conceptualizing:

Begin by thoroughly comprehending the framework for applying generative AI in marketing. Establish a strong foundation to guide subsequent applications in strategy development.

2. Selection of Case Study:

Choose a relevant product, company, or industry for a case study. Obtain management approval to proceed with creating a tailored marketing plan for either private or public enterprises.

3. Data Collection and Analysis:

Gather information from relevant sources and support it with evidence. Utilize internal data and conduct market research to inform strategy formulation, leveraging generative AI for deeper insights.

4. Content Creation:

Employ generative AI to develop compelling articles or strategic marketing plans. Ensure that the content aligns with the objectives and resonates with the target audience.

5. Review and Refinement:

Thoroughly review the generated content or plan. Refine it to meet desired quality standards and ensure its relevance and effectiveness.

6. Permission and Approval:

Obtain permission from product or company owners for inclusion in the article. Seek approval for the marketing plan to ensure compliance and alignment with organizational objectives.

7. Publication and Implementation:

Submit the finalized article to targeted physical or digital journals for publication. Prepare to launch the approved marketing plan, leveraging generative AI-driven insights for successful implementation.

Conclusion

Integrating generative AI into each stage of the marketing process enhances strategic planning capabilities, drives innovation, and improves

success rates in the marketplace. This approach not only modernizes marketing efforts but also aligns with the enduring principles of effective market-product interactions as exemplified by Shakespeare's timeless legacy.

Summary and Conclusion

The article has achieved its objective by elaborating on how and why Shakespeare's products are still prosperous for over four hundred years. Shakespeare's achieved success due to his ability to develop his career through his personal ability and acquired skills from his mentors. During the Fifth Span of Ages, Shakespeare had effectively transformed his abilities and skills to develop a market–product interaction process. It started with showing his royalty to his customers, by not abandoning them during the plagues. Shakespeare continued to entertain them with four comedy live shows that provided relief to their mental distress. He also adopted printing technology to develop a new product presentation, a book, for those who wished to read his novels at home. Furthermore, he introduced customized products to specific target customers, both commoners and the Renaissance audience, to gain and maintain market acceptance. He aroused the desire of his audience through advertising and made use of his Renaissance audience to influence the commoners. Moreover, Shakespeare introduced differential pricing scheme that allowed individuals from different socioeconomic classes to attend the same show at the same place. He constantly evaluated his shows and made necessary adjustments. He also adapted the content of his product to enter a new market, Germany.

Since his death in 1916, the *public sector* has adapted his valuable content as a part of soft power and in the education system. The New York Institute of Technology has adopted AR/3D Technology to enhance the effectiveness of the learning process. For *private enterprises*, the conservative product management has continued to market original books and plays. In the category of books, the management had adopted automatic printing technology to cope with the increasing demand for books. Around 1970s, it adopted digital technology to create e-books, which had to be distributed through digital marketplace. During the COVID-19 pandemic, entrepreneurs had adopted live streaming technology to deliver live shows directly to the audience in real time. As for innovative entrepreneurs, they adopted picture-generating technologies to create analog movies, animation, and games, which have been transformed into digital content since 2013. The original digital content has been further adapted into thousands of product derivatives to suit the local market desirability.

"*There are more things in heaven and earth, Horatio, Than are dreamt of in your philosophy.*"
Hamlet (1601)
William Shakespeare

There is no ending to reading the article. Readers, from either a public or private enterprise, are encouraged to develop an article for publication or develop a strategic product marketing plan, by utilizing generative Artificial Intelligence, to reinforce their learning development and marketing capabilities.

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