



The Next Stage: A Causal Approach to Business

The Functionalist Principles of Marketing Processes

Increasing marketing effectiveness by up to 30%
using conceptual segmentation, synchronized
binary actions, marketing catalysts, and Unicist AI



The Unicist
Research Institute

Pioneers in Research since 1976

Functionalism is the Standard of the 4th Industrial Revolution

Functionalism is a solution-building approach that uses the knowledge of the know-how and know-why of things and the unicist functionalist approach to make things work.

The unicist functionalist approach is the new stage to dealing with the functions of business, economic, and social organizations as adaptive systems. It uses unicist functionalist design to build solutions.

In the ChatGPT you will find the research works of The Unicist Research Institute that define the unicist approach. They include the unicist functionalist approach to science, applicative technologies, and functionalist tools to manage adaptive systems and environments.

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A Logical Approach to Abstractions to Ensure the Functionality of Solutions

The success of businesses or any adaptive process depends on the accuracy of the abstractions that have been made to define their functionality. Conscious abstract reasoning is required to go beyond the operability to manage the functionality of solutions.

The discovery of the unicist logic, which explains the functionality of things, made the conscious approach to abstractions possible. The unicist logic provided the structure for abductive reasoning to explain the functionality and led to the development of the “functionalist principles” to manage the functionality of the real world.

The functionalist principles define that there is nothing in the universe, which is part of a system, that does not work with a purpose, an active and entropic function, and an energy conservation function. These principles allow for managing the unified field of systems and developing the binary actions that make them work.

This led to the development of the Unicist AI, which is a rule-based intelligence, that allows dealing with the ab-

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stractions needed to manage the functionality of things to generate accurate operational solutions.

The building of solutions is based on the use of functionalist design. It ensures results by developing pilot-test-driven reflection (action-reflection-action) to avoid fallacious diagnoses and dysfunctional actions.

Basic Unicist Discoveries to Manage the Functionality of Marketing Processes

The research on the functionality of human intelligence developed since 1976 at The Unicist Research Institute, defined the functionalist structure that drives human behavior. It allowed for managing the causality of marketing processes.

The basic discoveries applied to marketing are:

- 1** The discovery that human actions are driven by the concepts people have, which underlie buying arguments, that allow increasing marketing effectiveness.
- 2** The discovery that the functionalist principles of marketing processes are based on people's concepts.
- 3** The discovery of the functionalist structure of binary marketing actions to ensure results.
- 4** The discovery of the unicist logic to define the functionality of things and the synchronicity of their processes.
- 5** The discovery of conceptual segmentation to develop segmented marketing actions.
- 6** The discovery and development of commercial, semantic, and semiotic objects to influence the market.
- 7** The discovery of the structure of social and marketing catalysts based on people's latent needs.

25 Minutes Read

Beyond Digitization & Automation: The Paradigm Shift of the 4IR

The paradigm shift is based on organizing by managing the functionality of businesses using business objects instead of managing the operability based on processes and tasks, which was the case until the 3rd industrial revolution. It increases energy efficiency by up to 30% depending on the market and industry.

It has to be considered that all adaptive environments are organized by objects to ensure the adaptability of the systems. The organs of the human body are an example of the organization by objects in nature. Amazon and Google are examples of object-driven organizations.

Object-driven organization emulates the organization of nature. The first object-oriented programming language, Simula, was also driven by the emulation of nature.

The 4IR enhanced value generation. Digitization and automation without the use of business objects are part of the 3IR. The object-driven organization is the catalyst that is being introduced by the 4IR to open the possibilities for business adaptability and to enhance energy efficiency and customer orientation.

20 Minutes Read

The 4IR opened a new stage in a business organization based on the use of social, industrial, and business objects as autonomous interdependent entities to generate value in business. We suggest that you profit from this new stage.

Functionalist Marketing Technologies

Functionalist marketing manages the functionalist principles of marketing processes. The discovery that the concepts people have in mind drive their actions, allowed accessing the root causes of buying processes. These concepts are the functionalist principles that drive human behavior.

The functionalist principle defines that there is nothing in the universe, which is part of a system, that does not work with a purpose, an active and entropic function, and an energy conservation function, which define its unified field. This structure works through binary actions that produce the functionality of any entity or process.

Marketing & Intelligence

The research on the functionalist principles of human intelligence developed at The Unicist Research Institute included the discovery of ethical intelligence, strategic intelligence, and the logical type of thought that drive human actions and the conscious and non-conscious decision-making processes. This led to the development of Unicist AI.

Applied to marketing, these discoveries led to the development of binary actions, which are two synchronized actions that avoid dysfunctional reactions when people are being influenced. This research also led to the design and building of behavioral catalysts and the development of functionalist marketing.

Concepts drive *Buying Decisions*

Buying decisions are driven by the concepts people have in their minds, which define the buying arguments and the unified field of B2B and B2C marketing processes.

The unified field of marketing processes is addressed using synchronized binary actions and catalysts that, on the one hand, open possibilities, and on the other hand, close selling processes.



What are Functionalist Principles for?

The unicist functionalist principles of marketing allow managing the roots of buying decisions to:

- 1 Increase marketing effectiveness by using Synchronized Binary Actions.
- 2 Ensure results by matching Buying Arguments.
- 3 Expand possibilities and accelerate processes by using Marketing Catalysts.
- 4 Automate using Marketing Cobots based on Unicist AI.

How are these Technologies Installed?

They are installed in collaborative R&D processes beginning with a pilot test to confirm their functionality.

- 1 The development of a previous Pilot Test on a real case.
- 2 Transferring the technologies to manage functionalist principles, binary actions, catalysts, and functionalist design.
- 3 The use of Functionalist Design to build processes and objects.
- 4 The development of a prototype that manages the unified field of the solution and allows confirming its functionality.

Binary Actions to Influence People

Buying decisions are driven by the concepts people have in their minds, which define the buying arguments. This applies in different ways to B2B and B2C markets.

The marketing process is addressed using synchronized binary actions that, on the one hand, open possibilities, and on the other hand, close marketing processes. They need to include catalysts to ensure results.

The Use of Binary Actions

The functionality of the unicist binary actions (UBAs) allows grasping the different types of UBAs. It has to be considered that, depending on the product or service, the UBAs might be universal or need to be segmented.

UBAs Type 1: To Catalyze Marketing Process

These UBAs 1 are the initial stage of any influential action in the market.

UBAs Type 2: To Expand the Boundaries to Foster Growth

The UBAs 2 deal with the maximal strategy that drives the expansion of the boundaries of the possibilities for the potential customers.

UBAs Type 3: To Ensure Results

The UBAs 3 deal with the minimum strategy to ensure results.

UBAs Type 4: To Influence Buying Arguments

The UBAs 4 are the synthesis of the integration of the context with the maximal strategies and the minimum strategies described before.

10 Minutes Read

The Use of Marketing Objects to Integrate Binary Actions

The functionalist approach to marketing includes the use of unicist objects, integrating binary actions to achieve a critical mass to influence buyers. There are five types of marketing objects: catalysts, branding, commercial, semiotic, and semantic objects.

- **Marketing Catalysts** open possibilities and accelerate buying processes. There are external catalysts in the environment or internal catalysts that are built based on the latent needs of the buyers.
- **Branding Objects** are a special type of catalyst to generate an unidentified buying intention (goodwill) in the mind of a potential buyer.
- **Commercial Objects** install “desire” or “hope” in the mind of potential customers. This means that they generate expectancy that customers will find the solution that includes a latent need they have.
- **Semiotic Objects** have the purpose of providing meaningful knowledge to make the object of desire or need accessible. They match the concepts potential buyers have in mind to guide the buying processes.

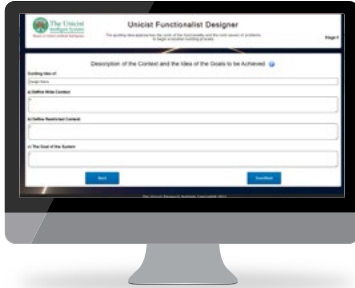
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- **Semantic Objects** are linguistics or graphic communications that have the power to manage objections or to install the knowledge needed to understand innovations.

Unicist marketing objects might be managed by intelligent cobots, which are collaborative robots, to manage the functionality and operation of marketing processes.

Prototype driven Solutions

All business solutions are based on building, monitoring, and learning from prototypes until their functionality has been confirmed. Access

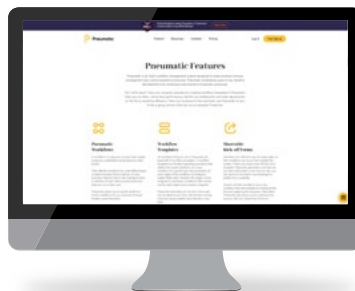
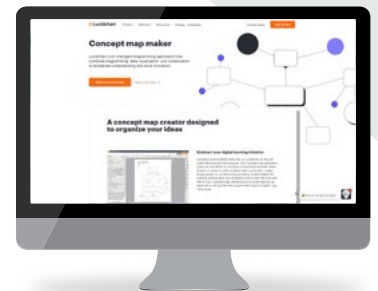


Unicist Functionalist Design Tool

The functionalist design is based on the use of functionalist principles, binary actions, and catalysts.

Conceptual Mapping Tool

The conceptual map is used to define the unified field of the solution that is being built.

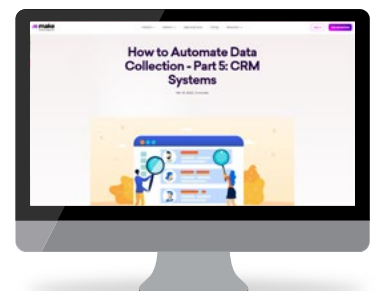


Operational Task Building Tool

This tool is used to build the tasks of the operational processes of the prototype.

The Automation Tool

This tool is used to integrate the unified field of workflows and install automated processes.



Building of Unicist Business Cobots

When needed, the unicist logic and the unicist AI are used to develop cobots to increase efficiency.

Technology Transfer Processes

The transfer of the technologies to develop solutions is made with the support of teaching cobots.



Marketing Value Propositions

Here you can find the value propositions that were designed to profit from the 4th Industrial Revolution using functionalist technologies. Functionalist technologies are materialized in the development of prototypes that make them work until they are transformed into a marketing standard.

- **Commercial Catalysts Building:** To expand possibilities and accelerate buying processes. [Access](#)
- **Installation of Functionalist Designers:** To manage the functionality of problems and solutions developing binary actions to make things work. [Access](#)
- **Functionalist Object-Driven B2C Marketing:** Using segmented binary actions and catalyst to expand markets. [Access](#)
- **Functionalist Object-Driven B2B Marketing:** Using functionalist principles, binary actions, and objects to expand markets. [Access](#)
- **Installation of Marketing Cobots:** To work as intelligent systems integrated with CRM/CDP to generate leads. [Access](#)
- **Market Research:** To find and confirm the conceptual drivers of buying decisions to design marketing processes. [Access](#)
- **B2B Market Segmentation Building:** Using the functionalist principles and binary actions of buying arguments to segment B2B markets. [Access](#)
- **B2C Market Segmentation Building:** Using the functionalist principles and binary actions of buying arguments to segment B2C markets. [Access](#)

The installation of these technologies is based on collaborative partnering and generates an initial positive cashflow for the company. It includes technologies that might be protected by non-disclosure agreements.

Main Markets

• Automobile • Food • Mass consumption • Financial • Insurance • Sports and social institutions • Information Technology (IT) • High-Tech • Knowledge Businesses • Communications • Perishable goods • Mass media • Direct sales • Industrial commodities • Agribusiness • Healthcare • Pharmaceutical • Oil and Gas • Chemical • Paints • Fashion • Education • Services • Commerce and distribution • Mining • Timber • Apparel • Passenger transportation –land, sea and air • Tourism • Cargo transportation • Professional services • e-market • Entertainment and show-business • Advertising • Gastronomic • Hospitality • Credit card • Real estate • Fishing • Publishing • Industrial Equipment • Construction and Engineering • Bike, motor-bike, scooter and moped • Sporting goods

Country Archetypes Developed

• Algeria • Argentina • Australia • Austria • Belarus • Belgium • Bolivia • Brazil • Cambodia • Canada • Chile • China • Colombia • Costa Rica • Croatia • Cuba • Czech Republic • Denmark • Ecuador • Egypt • Finland • France • Georgia • Germany • Honduras • Hungary • India • Iran • Iraq • Ireland • Israel • Italy • Japan • Jordan • Libya • Malaysia • Mexico • Morocco • Netherlands • New Zealand • Nicaragua • Norway • Pakistan • Panama • Paraguay • Peru • Philippines • Poland • Portugal • Romania • Russia • Saudi Arabia • Serbia • Singapore • Slovakia • South Africa • Spain • Sweden • Switzerland • Syria • Thailand • Tunisia • Turkey • Ukraine • United Arab Emirates • United Kingdom • United States • Uruguay • Venezuela • Vietnam.

Contents

	14
	18
	26

The Context of Functionalist Principles

- ◆ **Functionalist Principles in Marketing**
- ◆ **Influencing Buying Decision-making**
- ◆ **Managing Objections & Competition**

Functionalist Principles in Marketing

The unicist functionalist approach uses functionalist principles to manage the functional structure of marketing processes and the root causes of their problems.

The knowledge of functionalist principles is universal, like mathematics. But it needs to be understood and managed at a personal level to accept its universal application.

The functionalist principle defines that there is nothing in the universe, which is part of a system, that does not work with a purpose, an active and entropic function, and an energy conservation function.

12 Minutes Read

This structure works through binary actions that produce the functionality of any entity or process.

Binary marketing actions are two synchronized actions that, on the one hand, open possibilities establishing a functional context and, on the other hand, close processes to generate revenue.

The discovery of the functionalist principles of binary actions made the systematic design of synchronized binary actions and the building of catalysts possible.

This simplified and ensured the results of marketing processes.

15 Minutes Read

Influencing Buying Decision-making

Marketing implies influencing buying decisions. The unicist logic and unicist AI allow managing their functionality to simplify this process.

Conscious buying decisions are driven by the conjunction of a purpose, the justifications of the decisions, and the foundations of their functionality. On the other hand, non-conscious decisions are dualistic, where the foundations of decisions are replaced by external influences.

Conscious Decisions

The rational buying processes require using synchronized binary actions, which avoid reactions, to influence both the justifications of decisions and the foundations which deal with the reliability and competitive advantage of the propositions.

The influence on rational buying processes can be enhanced by using catalysts that satisfy the latent needs of the buyers.

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Non-Conscious Decisions

These decisions are automatic processes that are driven by the preconcept people have in mind. They are based on the conceptual short-term memory that recognizes the patterns of the value propositions based on the patterns they have stored in the long-term memory.

Non-conscious decisions are driven by instinctive or emotional impulses. They require the use of marketing catalysts that are based on dominant myths that are installed in the environment.

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Managing Objections & Competition

Constructive objections are a sign of interest, and their management must include the competitive positioning in the mind of the potential buyers. The assessment of value propositions is based on the positioning of the proponent and includes the confirmation of the utility, functionality, and convenience of the proposal. Therefore, objection management and competitive positioning are needed to sustain the closing of sales.

Objection Management

There are two types of objections: inhibiting objections and constructive objections. Inhibiting objections are driven by the personal needs of the people involved, while constructive objections deal with the functionality of the propositions.

Objection catalysts are needed to neutralize inhibiting objections, which are driven by fallacies, to foster constructive objections. These catalysts need to be installed as marketing objects in the value propositions.

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Competitive Strategies

Competitive strategies need to match the conscious or non-conscious buying arguments of customers to achieve the first-choice positioning.

The competitive strategy fully depends on the positioning of the value propositions, the image of their brands, and the positioning of competitors.

This strategy needs to manage both the complementary needs of buyers and the supplementary alternatives posed by competitors.

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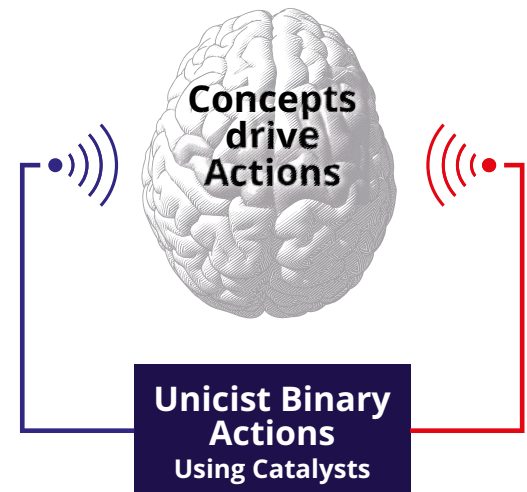
The Core Marketing Technologies

- ◆ Functionalist Marketing Technologies
- ◆ Building Catalysts to Expand & Accelerate
- ◆ The Use of Unicist AI in Marketing
- ◆ Functionalist Segmentation
- ◆ Unicist Functionalist Design

Functionalist Marketing Technologies

The concepts people have in their minds define the roots of their buying decisions. Functionalist marketing is based on managing the root causes of buying processes in B2B and B2C markets. It is based on the following technologies:

- **Synchronized binary actions** allow accessing the roots of buying decisions.
- **The use of marketing catalysts** expands possibilities and accelerates buying decisions.
- **The use of marketing objects** simplifies marketing actions.
- The anticipation and **management of objections** accelerate buying decisions.
- **Functionalist design** manages the roots of buying decisions.



Binary Actions match Buying Arguments

Human actions are driven by the concepts people have in their minds, and so are buying decisions, whether they are conscious or non-conscious.

Commercial binary actions are two synchronized actions that are developed to match the concepts of buying arguments and ensure and accelerate buying processes.

Binary actions work in the mind of potential buyers.

The selling arguments, which are complements of the buying arguments, are defined according to the concept the potential buyers have to build a common objective.

Building Catalysts to Expand & Accelerate

100% of the business models of expansive businesses are based on binary actions that include the use of catalysts. The discovery of the functionalist structure of binary actions allowed for the systematic design of synchronized binary actions that include catalysts, which simplified and ensured the results of business processes. There are three types of commercial catalysts: Sales catalysts, marketing catalysts, and alliance-building catalysts.

Sales Catalysts to Match Buying Arguments

The objective of the design of sales catalysts is to accelerate buying decisions in B2B and B2C markets.

Marketing Catalysts to expand the Boundaries

Behavioral catalysts are needed in B2B / B2C markets to ensure the sustainability of marketing processes. The acceleration of the processes they produce depends on the specificity of the catalysts.

Building Alliances based on the Use of Catalysts

The building of alliances to expand B2B / B2C markets was simplified by the use of catalysts that allow establishing a common ground that builds a new entity that works as a business in itself.

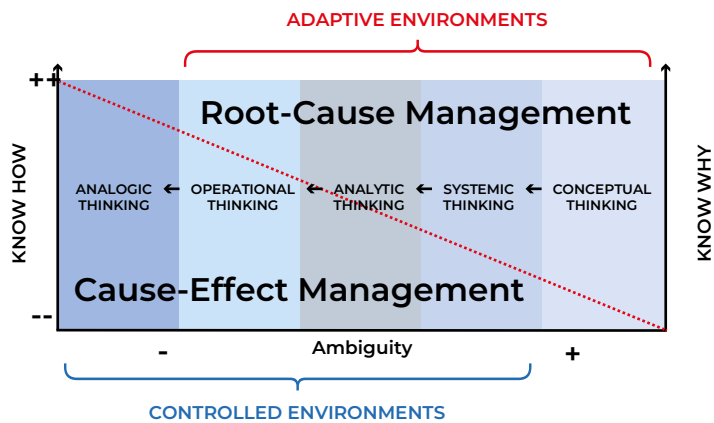
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Some of the companies that use business objects and catalysts are: Airbus, Amazon, Apple, BBC, Boeing, Dassault Systemes, Dupont, Ericsson, Facebook, General Electric, Google, Hilton, Honda, Hyundai, LinkedIn, Lufthansa, Mapfre, Mayo Clinic, Michelin, Novartis, Open Text, P&G, Pfizer, SAP, Siemens, Tata Motors, Toyota, Unilever, Walmart, Walt Disney World and Youtube.

The Intelligent Business Compass to Solve Marketing Problems

The management of the root causes of marketing problems is complex because it is fully feedback-dependent. Unicist root cause management introduced an approach for market problem solving to develop structural solutions, avoiding the use of palliatives.

Functionality of Logical Thinking to deal with Casuality



This approach showed that structural marketing problem solving is the most energy-saving action because it hinders the reappearance of analogous problems.

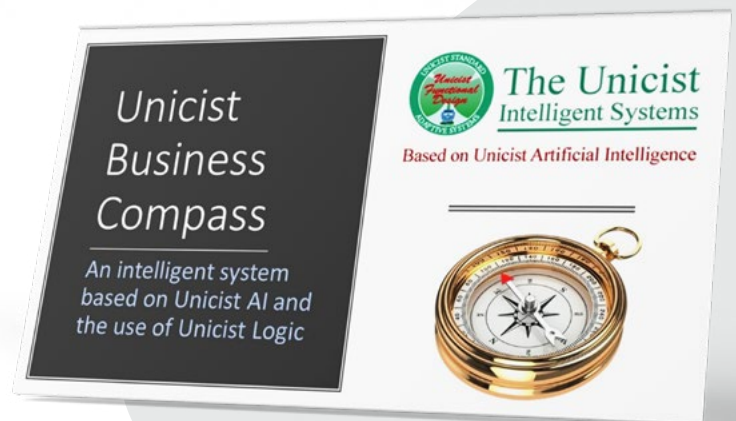
It ends with a structural marketing solution based on the functionality of the fundamentals of a problem and the operational solution that ensures results.

The Business Compass

The unicist compass is a system to solve specific problems by managing the root causes of the functions and developing catalysts to accelerate processes. It allows for managing the root causes of marketing problems, their processes, and their markets.

The compass is updated using the Unicist AI to expand the knowledge based on the experiences of the system.

It provides solutions that need to be adapted to the specific conjuncture of the processes involved.

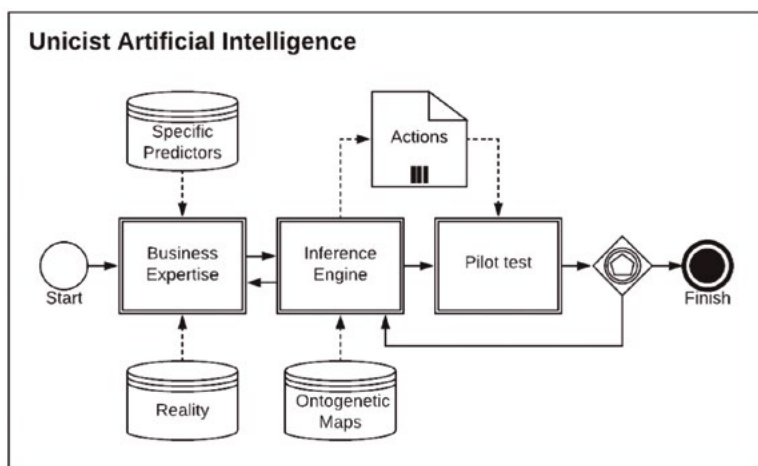


The Use of Unicist AI in Marketing

Unicist AI allows installing adaptability and customer orientation in business processes by managing adaptive marketing automation processes. It is a fundamentals-based AI, that allows the integration of data-based AI and fundamentals knowledge to provide functional knowledge in adaptive environments.

Unicist AI is based on the use of the ontogenetic maps of the concepts and fundamentals that drive the functionality of the process involved and the use of pilot tests to learn from the environment.

Fundamentals-based AI uses predictors to monitor the functionality of processes and as an input to the inference engine that allows defining the actions that are tested to confirm their functionality.



The data-based AI is supported by the fundamentals-based AI to avoid having subjective biases. When the quantity of data does not suffice, data-based AI is replaced by the use of non-destructive testing that provides analogous information.

Unicist AI provides the necessary functional knowledge to manage the functionality and evolution of adaptive environments.

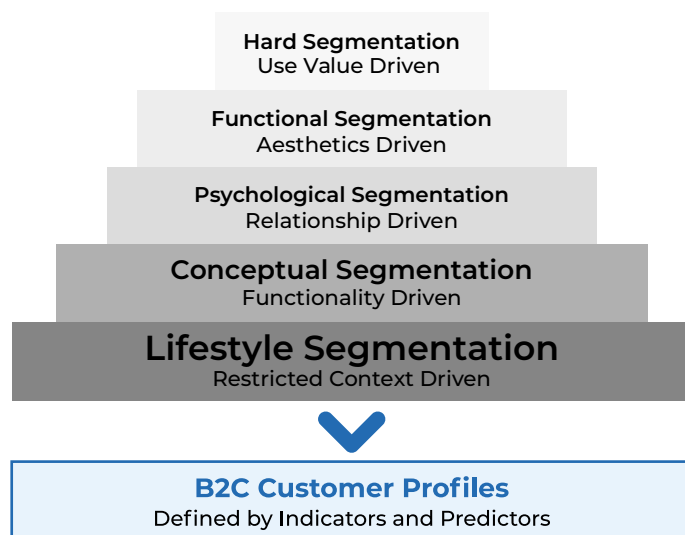
It uses the rules of the unicist logic and allows developing solutions and learning from the pilot tests of their implementation until their functionality has been confirmed.

The Unicist AI Monitor is driven by a Unicist Inference Engine that is based on the rules of the Unicist Logic that allows dealing with the evolution of adaptive systems and environments.

Unicist Conceptual Market Segmentation

The unicist conceptual segmentation defines profiles for B2B and B2C markets that establish autonomous interrelated universes that have a differentiated structure of buying arguments. It is based on the fact that the concepts people have in their episodic, procedural, and semantic long-term memories work as behavioral objects that drive their actions which are triggered by the action of the conceptual short-term memory (CSTM).

Unicist Functionalist B2C Segmentation



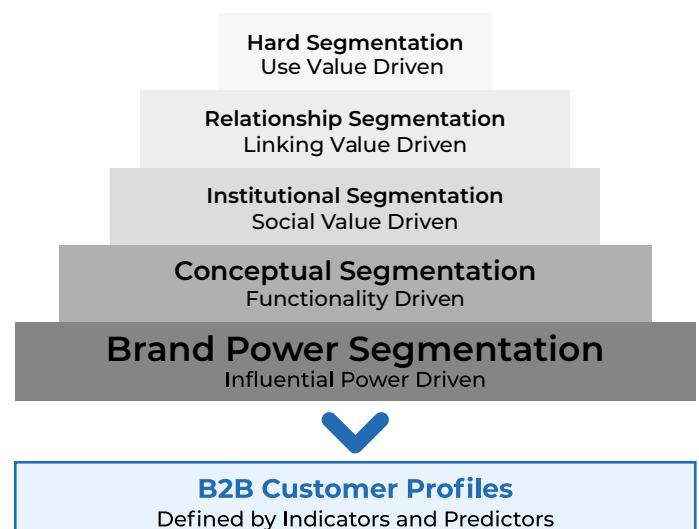
B2B Segmentation

The unicist conceptual B2B segmentation defines functionalist customer profiles. They are defined by the needs they cover, the credibility of the brand, the concept of their use value, the reliability of the relationship, and the competitive positioning that allows the development of long-term relationships.

B2C Segmentation

The unicist conceptual B2C segmentation defines profiles based on the roots of human behavior that allow influencing the roots of the buying decision processes. It manages the use value, the aesthetic, the relationships with products and services, and the lifestyle of buyers.

Unicist Functionalist B2B Segmentation



Unicist Functionalist Design

Functionalist design deals with the functionality of processes and allows managing the functionalist principles of business processes to simplify the solutions and improve the generation of value and diminish costs.

The development of the unicist logic allowed managing the intrinsic functionality and the use value of things and gave birth to the Unicist AI that emulates the intelligence of nature and human intelligence.

The unicist functionalist design was developed to enhance the functionality of business processes. The unicist functionalist design is developed in participative solution-factories to design in adaptive environments.

This approach manages the functionality, dynamics and evolution of business functions and processes and is necessary to:

- Develop the functionalist design of adaptive business processes
- Design business strategies
- Design and implement binary actions to ensure results
- Design and develop intelligent business cobots
- Design and develop intelligent systems and applications
- Design and manage R&D processes of products, devices, and processes
- Develop business objects and catalysts to manage processes
- Design market expansion processes
- Manage process improvement, innovations, and changes
- Design software that includes intelligent functions

12 Minutes Read

The functionalist design process begins with the existence of a solution that needs to be built and ends with the installation of the solution.

Comparison with Design Thinking

Aspect	Design Thinking	Functionalist Design
Purpose	Develop Solutions	Develop Solutions based on Root Causes
Structure	Undefined	Triadic (*)
Initial Approach	Empathic	Ontological Reverse Engineering
The Structure of Solutions	Based on Cause-effect Actions	Based on Binary Cause-effect Actions
Solution Building	Abductive Reasoning	Conceptual Engineering & Abductive Reasoning
Analytical Method	Inductive and Deductive	Unicist Logic Driven
Testing	Pilot Testing	Pilot Testing & Destructive Testing

(*) Defined by a Purpose, an Active Function, and an Energy Conservation Function.

Comparison with First Principles

Aspect	First Principles	Functionalist Principles
Purpose	Structural Solutions	Structural Solutions
Structure	Undefined	Triadic (*)
Initial Approach	Reverse Engineering	Ontological Reverse Engineering
The structure of solutions	Based on Cause-effect Actions	Based on Binary Cause-effect Actions
Solution Building	Abductive Reasoning	Conceptual Engineering & Abductive Reasoning
Analytical Method	Root Cause Management	Unicist Logic Driven Root Cause Mgmt.
Testing	Pilot Testing	Pilot/Destructive Testing

Annex: The Universal use of Functionalist Principles

The research at The Unicist Research Institute allowed finding the functionalist principles of the functions included in social, economic, business, and personal processes.

This information allows for managing the unified field of these functions defining what is possible to be achieved and making it work.

This approach is based on the use of functionalist knowledge to manage the real world that integrates the know-how and the know-why of things.

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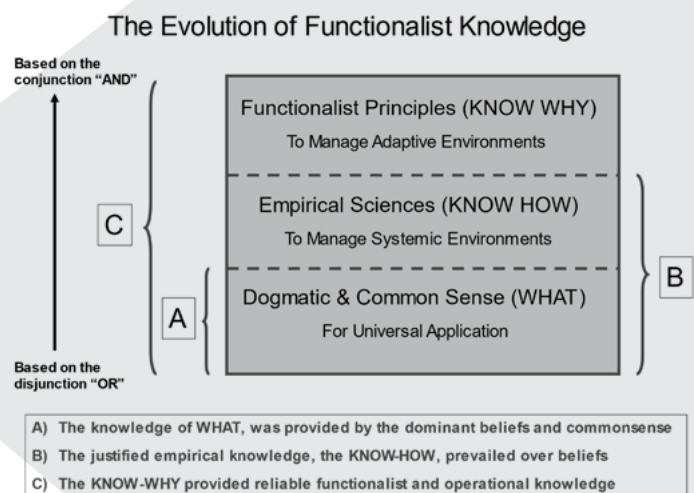
Unicist Functionalist Knowledge

To Manage the Root Causes of Problems

The unicist functionalist knowledge allows for managing the root causes of problems. Functionalist knowledge deals with the functionalist principles of things that define their functional structures.

Functionalist knowledge describes and defines the functionalist principles that drive things and the binary actions that make them work. It defines the functional structure of things and the root causes of the problems that may exist.

Functionalist knowledge requires integrating the know-how of solutions with the know-why that is defined by the functionalist principles of the solutions, using the necessary reasoning patterns to develop functional solutions.



Levels of knowledge

There are different levels of knowledge that have different uses:

- 1 Dogmatic knowledge that establishes the subjective limits of actions. Commonsense knowledge is a type of dogmatic knowledge.
- 2 Empirical knowledge that deals with the know-how of things
- 3 Conceptual knowledge that deals with the functionalist principles of things and provides the know-why of their functionality.

Functionalist knowledge integrates these three levels of knowledge. It is the knowledge that defines and describes the functionality of things based on their functionalist principles.

It establishes the bridge between empirical knowledge and metaphysical principles.

The Knowledge Base for Functionalist Design

The Unicist Library is provided to manage functionalist design to build solutions for the adaptive aspects of businesses. It provides information on the functionalist principles in unicist standard language (USL). It is a functionalist knowledge base that provides the functionalist principles to design business solutions and the necessary binary actions to make them work.

These libraries, which are provided to companies, include the knowledge base of the specific functionalist principles and binary actions that are being installed in companies and access to more than 100 consultation books and 3,000 articles on functionalist knowledge.

This knowledge base was developed at The Unicist Research Institute, based on the more than 5,000 research works that were developed since 1976 to find the concepts and fundamentals that define the functionalist principles in the field of social, economic, and business applications.

The use of functionalist principles structures the timing, synchronicity, and accuracy of business processes. The library also provides information on the catalysts that are needed to expand possibilities and achieve the critical mass and speed that is required to adapt to the environment.

Learn about the Business Arm

The business arm is organized as a Confederation of partners and academic associates to develop collaborative corporate partnering with companies. [Access](#)

Learn about The Unicist Research Institute

Since 1976, The Unicist Research Institute has been the world-leading research organization that developed and introduced the functionalist principles of the real world to manage root causes. [Access](#)