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Moving from Traditional to Digital Philip Kotler, one of the world’s top marketing experts, wrote Marketing 4.0 to guide the next generation of professionals on the road to change. Marketing is no longer the same: the internet and the rise of the digital world have changed the relationship of companies with their consumers.

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Marketing 4.0 Moving From Traditional To Digital by Philip Kotler Hermawan Kartajaya Iwan Setiawa.

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Marketing 4.0: Moving from Traditional to Digital. Philip Kotler, Hermawan Kartajaya & Iwan Setiawan. “In the high-tech world, people long for high touch.”.

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Summary: Aware, Appeal, Ask, Act and Advocate. In the digital economy, customer path should be redefined as the five A’s—aware, appeal, ask, act, and advocate—which reflect the connectivity among customers. The concept of Marketing 4.0 ultimately aims to drive customers from awareness to advocacy.

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Considering the dynamics of marketing, many would expect Marketing 4.0 to be in the pipeline. In Marketing 3.0, we talked about the major shift from product- driven marketing (1.0) to customer-centric marketing (2.0), and ultimately to human-centric marketing (3.0).

Marketing 4 0 Moving From

In this masterpiece, Marketing 4.0: Moving from Traditional to Digital (Amazon link), author Philip Kotler points out that our world has changed and we must change with it to be able to connect, build, and grow organizations and sell products.

Marketing 4.0: Moving from Traditional to Digital | Wiley

Marketing 3.0. Considering the dynamics of marketing, many would expect Marketing 4.0. to be in the pipeline. In Marketing 3.0, we talked about the major shift from product-driven marketing (1.0) to customer-centric marketing (2.0), and ultimately to human-centric marketing (3.0). In Marketing 3.0, we observed customers transforming into whole human beings with

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Marketing has changed forever—this is what comes next. Marketing 4.0: Moving from Traditional to Digital is the much-needed handbook for next-generation marketing. Written by the world's leading marketing authorities, this book helps you navigate the increasingly connected world and changing consumer landscape to reach more customers, more effectively.

Marketing 4.0: Moving from Traditional to Digital Book ...

Marketing 4.0 in the digital economy: Moving from traditional to digital marketing. By Philip Kotler, Hermawan Kartajaya and Iwan Setiawan | 8th March 2017 | Marketing 4.0: Moving from Traditional to Digital <http://eu.wiley.com/WileyCDA/WileyTitle/productCd-1119341205.html>. Clockwise from top left: Philip Kotler is the S.C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University.

Marketing 4.0 moving from traditional to digital

Marketing 4.0: Moving from Traditional to Digital is the much-needed handbook for next-generation marketing. Written by the world's leading marketing authorities, this book helps you navigate the increasingly connected world and changing consumer landscape to reach more customers, more effectively. Today's customers have less time and attention to devote to your brand—and they are surrounded by alternatives every step of the way.

Marketing 4.0 PDF Summary - Philip Kotler | 12min Blog

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Marketing 4.0: Moving from Traditional to Digital is the much-needed handbook for next-generation marketing. Written by the world's leading marketing authorities, this book helps you navigate the increasingly connected world and changing consumer landscape to reach more customers, more effectively.

Marketing 4.0 in the digital economy: Moving from ...

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It is just good practice and that leads to good business. 4.0 is not a move away from human-centric marketing. Instead, it is an extension of that, highlighting the increased connectivity the world has experienced since 3.0 was published.

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