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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.

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Hermawan Kartajaya & Philip Kotler & Den Huan Hooi, 2019. "Marketing 4.0: Moving From Traditional To Digital," World Scientific Book Chapters, in: Asian Competitors Marketing for Competitiveness in the Age of Digital Consumers, chapter 4, pages 99-123, World Scientific Publishing Co. Pte. Ltd.. Handle: RePEc:wsi:wscchap:9789813275478_0004

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Marketing mix (the four P ' s) should be redefined as the four C ' s (co-creation, currency, communal activation, and conversation). In the digital economy, co-creation is the new product development

strategy. Through co-creation and involving customers early in the ideation stage, companies can improve the success rate of new product development.

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

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.

Marketing 4.0 PDF Summary - Philip Kotler | 12min Blog

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The concept of Marketing 4.0 ultimately aims to drive customers from awareness to advocacy. In doing so, marketers should leverage three main sources of influence—own, others ' , and outer influence.

Marketing 4.0 Moving from Traditional to Digital by Philip ...
2010

Philip Kotler

Kellogg School of Management

Marketing 3.0

product-driven marketing (1.0)

customer-centric marketing (2.0)

human-centric marketing

“ ” “ ...

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This book answers the ultimate question in the minds of next-generation marketers: ‘ In a connected world, what are the new rules of marketing? ’ With increase...

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Marketing 4.0 : Philip Kotler : 9781119341208

"Marketing 4.0" is a triumph. In my view it needs to be considered as a extension to the disciplines of either/both his 'Principles of Marketing'/'Marketing Management'. Having witnessed a number of failed digital marketing exercises and having read Marketing 4.0 I now feel much more capable of assisting in the development of Digital campaigns.

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