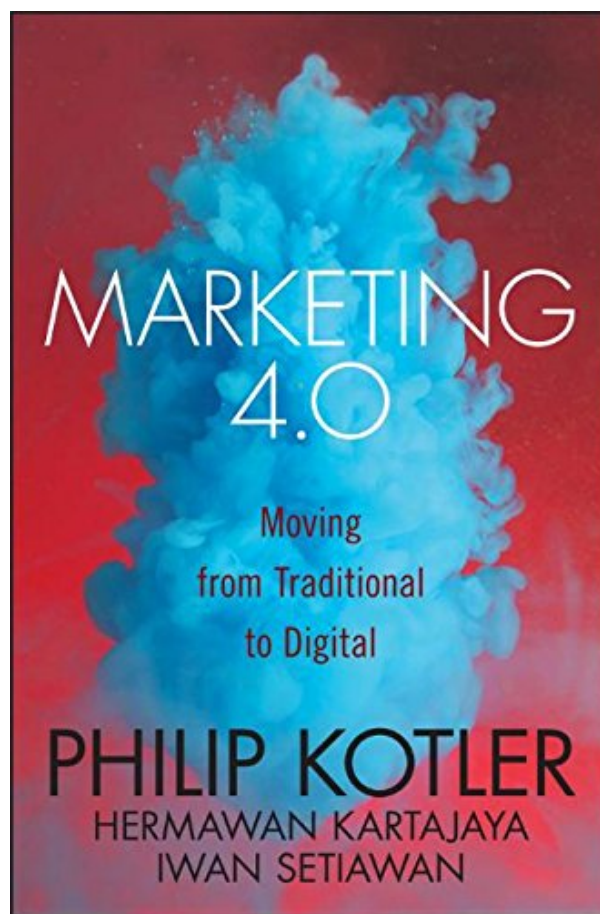
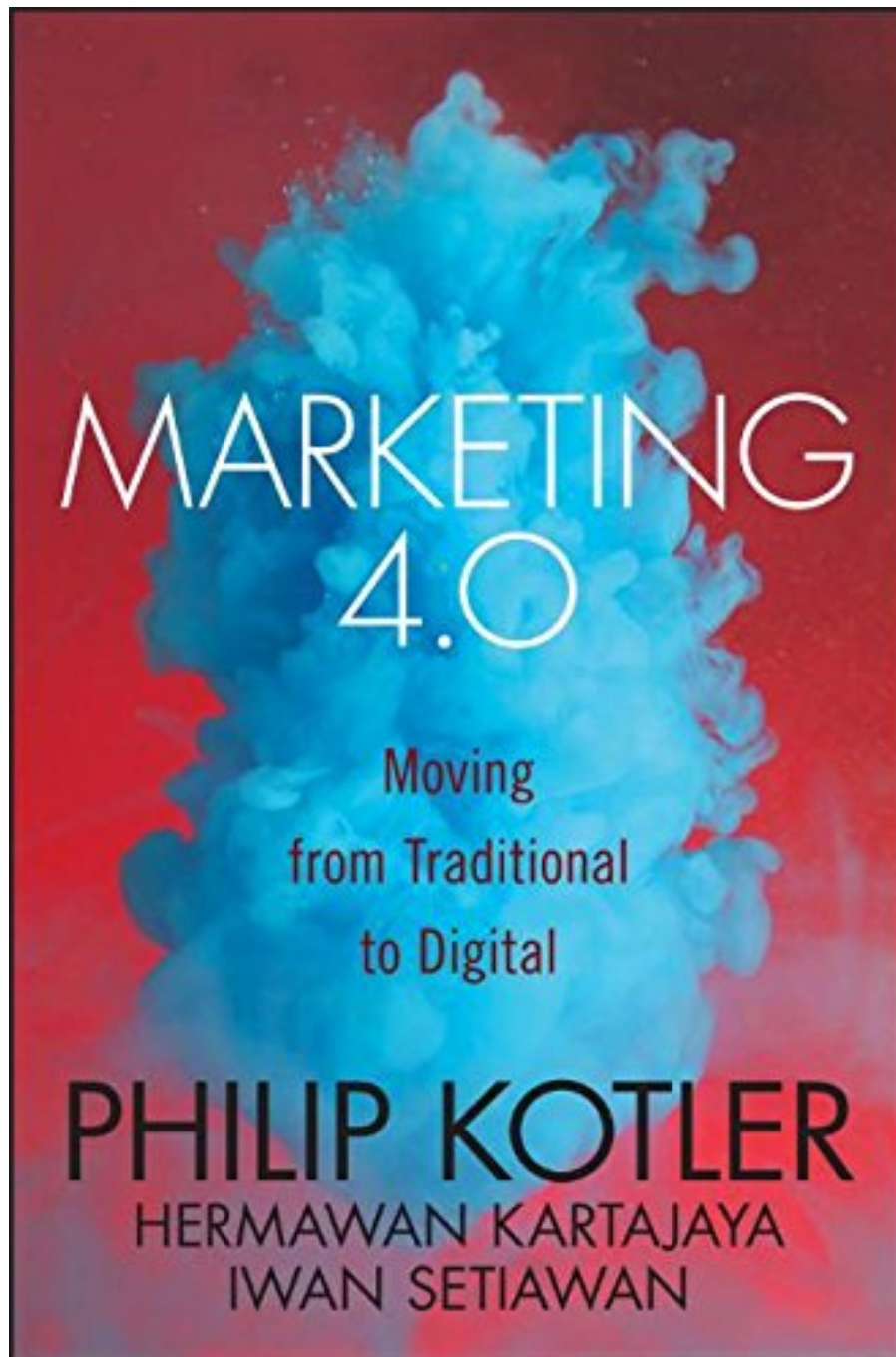


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From the Inside Flap

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For this highly anticipated guide, the father of modern marketing Philip Kotler rejoins thought leaders Hermawan Kartajaya and Iwan Setiawan from MarkPlus, Inc. to share tangible ways marketers can influence people on varied paths along the customer journey. In fact, the traditional path to purchase (aware, appeal, ask, and act) is expanded to include advocate because the opinions of our family and friends have enormous impact on buying decisions— and fully updated coverage walks you through how it happens, the ways to encourage it, and strategies for growing one customized experience at a time using powerful metrics and innovative best practices.

Moving from a traditional to digital marketing mindset comes easy with the practical advice and intuitive explanations you can use and benefit from the very first day. Chapter summaries highlight covered topics to enable this guidebook to double as an everyday reference, and reflection questions jumpstart your personal discovery as well as focus meeting discussions when it comes time to bring the entire organization onboard.

This peerless resource guide completely prepares you to leap ahead of the curve without any prior knowledge of analytics or IT by enabling you to:

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From the Back Cover

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MARKETING 4.0: MOVING FROM TRADITIONAL TO DIGITAL BY PHILIP KOTLER, HERMAWAN KARTAJAYA, IWAN SETIAWAN PDF

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. Today's customers have less time and attention to devote to your brand—and they are surrounded by alternatives every step of the way. You need to stand up, get their attention, and deliver the message they want to hear. This book examines the marketplace's shifting power dynamics, the paradoxes wrought by connectivity, and the increasing sub-culture splintering that will shape tomorrow's consumer; this foundation shows why Marketing 4.0 is becoming imperative for productivity, and this book shows you how to apply it to your brand today.

Marketing 4.0 takes advantage of the shifting consumer mood to reach more customers and engage them more fully than ever before. Exploit the changes that are tripping up traditional approaches, and make them an integral part of your methodology. This book gives you the world-class insight you need to make it happen.

- Discover the new rules of marketing
- Stand out and create WOW moments
- Build a loyal and vocal customer base
- Learn who will shape the future of customer choice

Every few years brings a "new" marketing movement, but experienced marketers know that this time it's different; it's not just the rules that have changed, it's the customers themselves. Marketing 4.0 provides a solid framework based on a real-world vision of the consumer as they are today, and as they will be tomorrow. Marketing 4.0 gives you the edge you need to reach them more effectively than ever before.

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- Binding: Hardcover
- 208 pages

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Most helpful customer reviews

6 of 6 people found the following review helpful.

Digital, but not that much

By Joao P Paixao

Written with clarity and common language, this book is a good read mostly for those that struggle to understand how digital technologies are reshaping marketing principles. However, I expected a little more, given the authors' background. Indeed, there is not much novelty in the ideas presented in this book. Besides, the authors just scratch the surface of the issues. While turning the pages, questions like "what else?" were often coming to my mind. In the end, readers may have an impression of incompleteness. Give me more...

1 of 1 people found the following review helpful.

Yes, they do know where the future consumer is heading

By Sunny R

I'm devouring this book! I downloaded it yesterday and can't put it down. The information and foresight is solid. I work for a manufacturer and we are starting to feel the shifts that are referenced in this book. I appreciate everything I'm learning from this book thus far and can't wait to read a few more pages tonight. I know this will become a valuable reference for me.

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By John C

This book came last month of the year, but finished first. Just part 1 alone is worth the price, it helps me summarize all of many trends that confused me sometime. The new customer journey makes sense and is totally actionable. If you are a marketer this book is a must.

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