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Marketing 4.0: Moving from Traditional to Digital - Philip ...

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 Book ...

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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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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[] Marketing 4.0 : Moving from Traditional to ...

Marketing 4.0: Moving from Traditional to Digital Concept Synthesis and Local Application: I am currently the Director for Finance and Accounting Operations at AIG Shared Services Philippines (ROHQ). I used to be an OFW in Libya for 3 years as a Chief Accountant for two large construction firms. Because of the civil war, I was...

Marketing 4.0: Moving from Traditional to Digital Part 2 ...

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 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.

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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 increased mobility and connectivity ...

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