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Praise for MARKETING 4.0 "The technology world moves so quickly today that each change accelerates the next. It's critical in such an environment to have a baseline and point of reference to help marketers find their way forward.

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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.

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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.

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

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

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

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

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 ...

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Marketing 4.0 : Philip Kotler : 9781119341208

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 traditional to digital

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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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