

Marketing 4.0: Moving from Traditional to Digital

By Philip Kotler, Hermawan Kartajaya, Iwan Setiawan



Marketing 4.0: Moving from Traditional to Digital By Philip Kotler, Hermawan Kartajaya, Iwan Setiawan

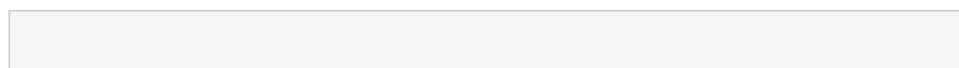
Marketing has changed forever—this is what comes next

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 its 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.



 [Download Marketing 4.0: Moving from Traditional to Digital ...pdf](#)

 [Read Online Marketing 4.0: Moving from Traditional to Digita ...pdf](#)

Marketing 4.0: Moving from Traditional to Digital

By Philip Kotler, Hermawan Kartajaya, Iwan Setiawan

Marketing 4.0: Moving from Traditional to Digital By Philip Kotler, Hermawan Kartajaya, Iwan Setiawan

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.

Marketing 4.0: Moving from Traditional to Digital By Philip Kotler, Hermawan Kartajaya, Iwan Setiawan Bibliography

- Rank: #19773 in eBooks
- Published on: 2016-11-17
- Released on: 2016-11-17
- Format: Kindle eBook

 [Download Marketing 4.0: Moving from Traditional to Digital ...pdf](#)

 [Read Online Marketing 4.0: Moving from Traditional to Digita ...pdf](#)



Download and Read Free Online Marketing 4.0: Moving from Traditional to Digital By Philip Kotler, Hermawan Kartajaya, Iwan Setiawan

Editorial Review

From the Inside Flap

Since *Marketing 3.0* inspired the world to embrace and explore human-centric marketing, pioneers in the field have applied advanced technologies to open new insights into who our customers are and how they make decisions. The valuable paradox of big data analytics is it can create more personalized products and personal services, and *Marketing 4.0* maps out an authoritative approach to taking customers from awareness to advocacy.

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:

- Gain data-driven insight into the new ways customers are spending and the three driving subcultures: youth, women, and netizens
- Examine firsthand examples of Marketing 4.0 boosting productivity by engaging customers at every touchpoint along their real-world paths through today's digital marketplace
- Redefine customer engagement in the digital era, including human-centric marketing, creating customer conversations, and omnichannel strategies

Looking at marketing in an entirely new way may seem overwhelming, but with the easy-to-use framework in *Marketing 4.0*, you can quickly get down to succeeding at what has always mattered—customer impressions.

From the Back Cover

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. *Marketing 4.0* puts a new scholarship stake in the ground and will be the starting point and an invaluable resource for everyone trying to invent and understand the digital and mobile future."

— **Howard Tullman**, CEO, Chicagoland Entrepreneurial Center/1871

"The Internet and IT radically change marketing. This book is the eye-opener for marketing in the new era."
— **Hermann Simon**, Founder and Chairman, Simon-Kucher & Partners

"No one has a finger on the pulse of marketing like Phil Kotler. His ability to identify and interpret new marketing trends and developments is truly astounding. Once again, with *Marketing 4.0*, Kotler and his co-authors help to blaze a new trail to marketing success. This is definitely the one marketing book you HAVE to read this year."

— **Kevin Lane Keller**, E.B. Osborn Professor of Marketing, Tuck School of Business

"A terrific guide to the transformations that are already coming over the horizon to challenge marketing practice. Perplexed marketers will learn how to navigate the power shifts and possibilities of digital connectivity and turn them into advantages."

— **George S. Day**, Geoffrey T. Boisi Professor Emeritus, Wharton School of the University of Pennsylvania

About the Author

PHILIP KOTLER is the S.C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University. He is author of more than fifty books, including the globally popular *Marketing Management*, now in its fifteenth edition.

HERMAWAN KARTAJAYA is the founder of MarkPlus, Inc., the largest marketing consulting firm in Indonesia.

IWAN SETIAWAN is COO of MarkPlus, Inc.

Users Review

From reader reviews:

Patrick Pierce:

This Marketing 4.0: Moving from Traditional to Digital book is simply not ordinary book, you have after that it the world is in your hands. The benefit you have by reading this book is usually information inside this reserve incredible fresh, you will get facts which is getting deeper an individual read a lot of information you will get. This specific Marketing 4.0: Moving from Traditional to Digital without we understand teach the one who looking at it become critical in contemplating and analyzing. Don't be worry Marketing 4.0: Moving from Traditional to Digital can bring when you are and not make your tote space or bookshelves' turn into full because you can have it in the lovely laptop even cell phone. This Marketing 4.0: Moving from Traditional to Digital having very good arrangement in word in addition to layout, so you will not truly feel uninterested in reading.

Gerald Sosa:

The book untitled Marketing 4.0: Moving from Traditional to Digital contain a lot of information on the item. The writer explains the girl idea with easy means. The language is very clear and understandable all the people, so do not worry, you can easy to read it. The book was published by famous author. The author provides you in the new time of literary works. You can read this book because you can keep reading your smart phone, or gadget, so you can read the book within anywhere and anytime. In a situation you wish to purchase the e-book, you can start their official web-site along with order it. Have a nice learn.

Chester Hassel:

You may get this Marketing 4.0: Moving from Traditional to Digital by look at the bookstore or Mall. Merely viewing or reviewing it could to be your solve difficulty if you get difficulties for the knowledge. Kinds of this e-book are various. Not only through written or printed but in addition can you enjoy this book by e-book. In the modern era including now, you just looking of your mobile phone and searching what your problem. Right now, choose your current ways to get more information about your book. It is most important to arrange you to ultimately make your knowledge are still up-date. Let's try to choose suitable ways for you.

Helene Anderson:

That reserve can make you to feel relax. This specific book Marketing 4.0: Moving from Traditional to Digital was colourful and of course has pictures around. As we know that book Marketing 4.0: Moving from Traditional to Digital has many kinds or genre. Start from kids until young adults. For example Naruto or Investigation company Conan you can read and think you are the character on there. So , not at all of book are usually make you bored, any it makes you feel happy, fun and rest. Try to choose the best book for you personally and try to like reading that will.

Download and Read Online Marketing 4.0: Moving from Traditional to Digital By Philip Kotler, Hermawan Kartajaya, Iwan Setiawan #NU1MZCKTRWO

Read Marketing 4.0: Moving from Traditional to Digital By Philip Kotler, Hermawan Kartajaya, Iwan Setiawan for online ebook

Marketing 4.0: Moving from Traditional to Digital By Philip Kotler, Hermawan Kartajaya, Iwan Setiawan Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Marketing 4.0: Moving from Traditional to Digital By Philip Kotler, Hermawan Kartajaya, Iwan Setiawan books to read online.

Online Marketing 4.0: Moving from Traditional to Digital By Philip Kotler, Hermawan Kartajaya, Iwan Setiawan ebook PDF download

Marketing 4.0: Moving from Traditional to Digital By Philip Kotler, Hermawan Kartajaya, Iwan Setiawan Doc

Marketing 4.0: Moving from Traditional to Digital By Philip Kotler, Hermawan Kartajaya, Iwan Setiawan Mobipocket

Marketing 4.0: Moving from Traditional to Digital By Philip Kotler, Hermawan Kartajaya, Iwan Setiawan EPub