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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.

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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...

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.

Amazon.com: Customer reviews: Marketing 4.0: Moving from ...

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

[REDACTED] 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.

Marketing 4.0 PDF Summary - Philip Kotler | 12min Blog

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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 ...

Marketing 4.0: Moving from Traditional to Digital

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Stamp duty savings. One of the primary drivers behind the current house-moving surge is undoubtedly the current stamp duty reprieve. On 8 July, the government temporarily lifted the threshold at ...

