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increasingly connected world and changing consumer landscape to reach more customers, more effectively.

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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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- 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

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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

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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."

[XXXXXXXXXXXXXX]

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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. Because of the civil war, I was...

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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 |  
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05.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.

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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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**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 ...

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