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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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In this masterpiece,  
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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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It is just good practice and that leads to good business. 4.0 is not a

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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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Hermawan Kartajaya &  
Iwan Setiawan "In the  
high-tech world, people  
long for high touch."

[XXXXXXXXXXXX]

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Digital Concept  
Synthesis and Local  
Application: I am  
currently the Director  
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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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Philip Kotler,  
Hermawan Kartajaya  
and Iwan Setiawan |  
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Digital [http://eu.wiley.com/WileyCDA/WileyTitle/productCd-11193412](http://eu.wiley.com/WileyCDA/WileyTitle/productCd-1119341205.html)

05.html. Clockwise  
from top left: Philip  
Kotler is the S.C.

Johnson & Son  
Distinguished Professor  
of International  
Marketing at the  
Kellogg School of

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Management at  
Northwestern To  
University.  
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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

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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

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connectivity ...

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drivers behind the  
current house-moving  
surge is undoubtedly  
the current stamp duty  
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