

MARKETING 4.0

Moving
from Traditional
to Digital

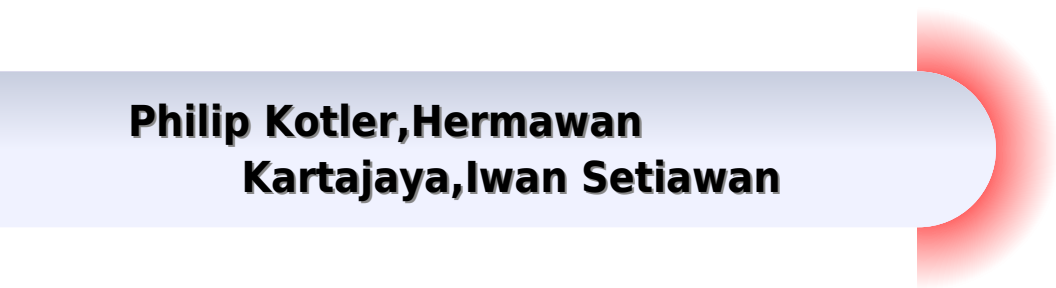
PHILIP KOTLER

HERMAWAN KARTAJAYA

IWAN SETIAWAN

Marketing 4 0 Moving From Traditional To Digital By Philip

**Philip Kotler, Hermawan
Kartajaya, Iwan Setiawan**



Marketing 4 0 Moving From Traditional To Digital By Philip:

Marketing 4.0 Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, 2016-12-05 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 *Marketing 4.0* Philip Kotler, Hermawan Kartajaya, Iwan

Setiawan, 2016-11-17 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

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Media Selling Charles Warner, William Lederer, Brian Moroz, 2020-07-16 The must have resource for media selling in today's technology driven environment The revised and updated fifth edition of Media Selling is an essential guide to our technology driven programmatic micro targeted mobile multi channel media ecosystem Today digital advertising has surpassed television as the number one ad investment platform and Google and Facebook dominate the digital advertising marketplace The authors highlight the new sales processes and approaches that will give media salespeople a leg up on the competition in our post Internet media era The book explores the automated programmatic buying and selling of digital ad inventory that is disrupting both media buyers and media salespeople In addition to information on disruptive technologies in media sales the book explores sales ethics communication theory and listening emotional intelligence creating value the principles of persuasion sales stage management guides and sample in person phone and email sales scripts Media Selling offers media sellers a customer first and problem solving sales approach The updated fifth edition Contains insight from digital experts into how 82.5% of digital ad inventory is bought and sold programmatically Reveals how to conduct research on Google Analytics Identifies how media salespeople can offer cross platform and multi channel solutions to prospects advertising and marketing challenge Includes insights into selling and distribution of podcasts Includes links to downloadable case studies presentations and planners on the Media Selling website Includes an extensive Glossary of Digital Advertising terms Written for students in communications radio TV and mass communication Media Selling is the classic work in the field The updated edition provides an indispensable tool for learning training and mastering sales techniques for digital media

Marketing 4.0 Philip Kotler, Iwan Setiawan, Hermawan Kartajay, Marc Vandercammen, 2017-06-26 Marketing 4.0 est le manuel indispensable pour comprendre le marketing nouvelle g n ration crit par des auteurs faisant autorit dans le domaine du marketing cet ouvrage vous aide naviguer dans ce monde

de plus en plus connect et changeant pour atteindre avec plus d'efficacité toujours plus de clients *Marketing und Vertrieb*

4.0 für die neue Bausparförderung 2021 Baltasar E. Reinisch, 2022-05-02 Masterarbeit aus dem Jahr 2022 im Fachbereich BWL Bank B rse Versicherung Note 1,3 FOM Hochschule f r Oekonomie Management gemeinn tztige GmbH M nchen fr her Fachhochschule Finance Sprache Deutsch Abstract Die neue Bausparf rderung wurde seitens der Bundesregierung seit ber 25 Jahren nicht mehr angepasst Im Jahre 2019 trat der Gesetzesentwurf in Kraft der seit dem Jahr 2021 G ltigkeit hat Damit hat die Bundesregierung ein klares Ziel Zum einen die Bausparkassen und Ihr Gesch ft zu st rken und zum anderen Anreize f r die Verm gensbildung in der Bev lkerung zu schaffen Diese Ma nahme wurde auch aufgrund der erkannten Wohnungsnot in Ballungszentren geschaffen Aus diesem Grund stellt sich hier zun chst die Frage ob die F rderung den gew nschten Zweck erf llte hat Das Ziel dieser Arbeit ist es zu analysieren inwieweit die Bausparkassen die neue F rderung hinsichtlich der Bausparf rderung genutzt haben und ob diese erfolgreich waren Mit Hilfe von drei Experteninterviews werden die Interviewpartner ausgiebig hinsichtlich der neuen Bausparf rderung befragt Dabei sind die Experten aus den folgenden drei Unternehmenssparten gew hlt worden welche f r die Umsetzung des Produktes Bausparen verantwortlich sind Das Marketing das Produktmanagement und der Vertrieb Die erhobenen Daten wurden mittels einer qualitativen Inhaltsanalyse nach Mayring analysiert und ausgewertet Die Ergebnisse der Arbeit zeigen auf dass die Umsetzung der neuen Bausparf rderung nicht den gew nschten Effekt erzielt hat Das Bauspargesch ft der Bausparkassen ist immer noch r ckf llig Einerseits sind die Marketing und Vertriebsinstrumente der Bausparkassen bzw Vertriebspartner noch nicht in den Zeiten der Digitalisierung angelangt Durch die hohen Kosten die f r Anlage und Pflege eines Bausparvertrages entstehen hat das Produkt in den ersten Jahren einen negativen Deckungsbeitrag f r die Bausparkassen Aus diesem Grund wird das Produkt hinsichtlich der neuen Bausparf rderung 2021 nicht dementsprechend stark beworben Investitionen in ein solches Produkt gestalten sich aufgrund der Rentabilit t schwierig Andererseits sind die digitalen Vertriebswege der Organisationen nur zum Teil vorhanden und haupts chlich interner Natur Auch hier stellt der Kostenfaktor analog der Rentabilit t einen Zielkonflikt dar Wichtig f r die Zukunft ist es dass die Bausparkassen seitens der Bundesregierung zielgerichteter gest rkt werden Damit kann die Bev lkerung in der Verm gensbildung best rkt und auch der aktuell diskutierten Problematik der Wohnungsnot entgegengewirkt werden

Marketing 4.0 Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, 2017-08-08 Ningu m mais qualificado que o pai do marketing para documentar as enormes mudan as que est o ocorrendo O futuro do marketing digital e este seu guia Al Ries coautor de Marketing de guerra e Posicionamento Este livro comprova mais uma vez por que Philip Kotler considerado o pai do marketing moderno Em seu livro anterior ele explicou a transi o do marketing orientado ao produto 1.0 para o focado no consumidor 2.0 e ent o para o centrado no ser humano 3.0 em que produtos servi os e culturas empresariais devem adotar e refletir valores humanos para serem bem sucedidos Agora junto com Hermawan Kartajaya e Iwan Setiawan Kotler examina as importantes transforma es na passagem do marketing tradicional para o digital 4.0 Eles

mostram n o s como a conectividade alterou de forma radical o modo como vivemos mas como entender os caminhos do consumidor na era digital e adotar um conjunto novo de m tricas e pr ticas de marketing Para alcan ar o sucesso em um ambiente t o mut vel complexo e competitivo o marketing deve guiar o consumidor ao longo de uma jornada que come a na apresenta o e assimila o da marca e termina na fideliza o total De tempos em tempos surge um novo movimento no marketing por m desta vez n o foram apenas as regras que mudaram mas toda a sociedade Marketing 4 0 apresenta uma an lise s lida do consumidor do presente e do futuro e oferece as informa es necess rias para atingi los da maneira mais eficaz

Marketing 4.0 Philip Kotler,2017-04-26T00:00:00+02:00 Da quando Marketing 3 0 ha diffuso in tutto il mondo l idea del marketing umanistico nuovi strumenti e tecnologie avanzate permettono di raccogliere informazioni pi precise sui nostri clienti chi sono e come prendono le decisioni d acquisto Paradossalmente l analisi dei big data consente di creare prodotti e servizi sempre pi personalizzati e Marketing 4 0 espone con autorevolezza una metodologia che permette di accompagnare i clienti nel percorso dalla brand awareness alla brand advocacy In questo nuovo e attesissimo progetto Philip Kotler il padre del marketing moderno presenta metodi di effi cacia concreta con cui guidare il cliente nelle varie tappe del suo viaggio Il cammino tradizionale che conduce all acquisto aware appeal ask act viene arricchito con una quinta componente l advocacy perch le opinioni dei nostri amici e familiari infl uenzano profondamente le decisioni d acquisto Scopriamo cos come si esercita quell infl uenza in che modo possiamo indirizzarla e quali strategie impiegare per sfruttare al massimo la personalizzazione delle esperienze attraverso metriche effi caci e best practice innovative I consigli puntuali e le spiegazioni intuitive permettono di passare facilmente da una mentalit tradizionale a un approccio orientato al marketing digitale con suggerimenti utili da mettere subito in pratica I riassunti alla fi ne di ogni capitolo riepilogano gli argomenti affrontati facendo di questo libro non solo un manuale ma un opera di consultazione ricca di spunti di rifl essione che instradano il lettore in un percorso di apprendimento personale e che aiutano a focalizzare le discussioni di gruppo per coinvolgere l intera azienda Una guida che offre tutti gli strumenti necessari per restare sempre un passo avanti agli altri anche per il lettore digiuno di analisi dei dati perch permette di raccogliere informazioni basate sui dati che gettano luce sulle nuove abitudini di acquisto e sulle tre principali sottoculture i giovani le donne e i cittadini della Rete scoprire attraverso testimonianze dirette come il marketing 4 0 incrementa la produttivit coinvolgendo i clienti in ogni loro attivit nei mercati digitali ripensare il customer engagement nell era digitale attraverso il marketing umanistico la creazione di conversazioni con i clienti e le strategie omnichannel Trasformare radicalmente il modo in cui pensiamo pu sembrare impossibile ma grazie a Marketing 4 0 potrete iniziare subito a riscuotere successo nel parametro che ancor oggi resta il pi importante l opinione che il cliente si fa di voi **Kinh tế và dự báo** ,2021 **Marketing 4.0** Philip Kotler,2017-03-01 Este o livro essencial para a pr xima gera o de marketers Escrito pelos maiores especialistas mundiais de Marketing esta obra ajuda a navegar num mundo cada vez mais interligado e numa paisagem de consumo em mudan a de modo a alcan ar um maior n mero de clientes

de uma maneira mais eficaz Os clientes de hoje em dia t m menos tempo para dedicar aten o sua marca e est o cercados por alternativas a cada passo do caminho necess rio marcar presen a obter a sua aten o e transmitir lhes a mensagem que eles querem ouvir Este livro examina as din micas de poder do mercado em mudan a os paradoxos resultantes da conetividade e o aumento da fragmenta o subcultural que moldar o consumidor de amanh este ponto de partida mostra porque o Marketing 4 0 se est a tornar imperativo para a produtividade e este livro mostra como deve ser aplicado sua marca ainda hoje

MARKETING 4 0 tira proveito da altera o de humor do consumidor para atingir mais clientes e envolv los mais plenamente do que nunca Explora as mudan as que est o a ultrapassar as abordagens tradicionais e faz delas parte integrante de sua metodologia Este livro oferece a vis o de n vel mundial necess ria para que isso aconte a Descubra as novas regras de marketing Destaque se e crie momentos WOW Crie uma base de clientes leais e vocais Saiba quem moldar o futuro da escolha do cliente De poucos em poucos anos ocorre um novo movimento de marketing mas os marketeers experientes sabem que desta vez diferente n o foram apenas as regras que mudaram mudaram os pr prios clientes

MARKETING 4 0 fornece uma estrutura s lida baseada numa vis o real do consumidor como ele hoje e como ele ser amanh

MARKETING 4 0 d lhe a vantagem que voc precisa para o atingir mais eficazmente do que nunca Marketing 4. 0 Hermawan Kartajaya, Philip Kotler, Iwan Setiawan, 2018 Las nuevas tecnolog as las redes sociales y el marketing digital en general est n revolucionando la forma de llegar a nuestros clientes El cliente de hoy tiene unos h bitos diferentes al de hace unos a os est hiperinformado hiperconectado ama las empresas honestas y ticas no compra sin antes comparar conf a en las experiencias de otros consumidores y es infiel a las marcas Por eso ahora m s que nunca es necesario reorientar nuestras pr cticas de marketing para ganar el apoyo y confianza del cliente Si conseguimos superar sus expectativas no solo nos comprar sino que nos recomendar Para ello es necesario ofrecer experiencias transparentes y coherentes y cubrir cada aspecto del producto que este demande marcas m s humanas mayor compromiso ofertas mejores y m s personalizadas Es el marketing 4 0 Para lograr ese compromiso del cliente y su recomendaci n los autores de Marketing 4 0 nos proponen combinar lo mejor de ambos mundos el marketing tradicional y el marketing digital Nos indican c mo poner en marcha estrategias 360o complement ndolas con inteligencia artificial para mejorar la productividad del marketing o el big data para adaptarnos mejor a las necesidades del cliente Kotler Kartajaya y Setiawan apoyan sus teor as en m ltiples casos de empresas de todo el mundo entre las que destacan algunas que operan en Espa a como Leroy Merlin Toyota Telef nica Correos KFC o Altamira

Digital Marketing Management and Transformation by Innovation Philip Kotler, Kohzoh Takaoka, Marc Oliver Oprešnik, 2021-04-05 Digital Marketing Management and Transformation by Innovation In this ever changing world enterprises organizations and societies are influenced and affected by several mega trends These include digitalization disruption which goes along with the need to transform companies through innovation and corporate social responsibility As a result marketing is undergoing rapid change and must embrace these factors that shape the macro environment of each

and every company and organization This book describes the guidelines for digital marketing management and transformation by innovation and practically shows how companies and organizations can achieve market based sustainability via sophisticated digital and social media marketing transformation through innovation and Marketing 4 0 This holistic market orientation plus enables enterprises to align themselves with the market focused needs and wants of customers and the interests of all stakeholders Endorsements This book is an indispensable guide for 21st century professional marketers who seek to leverage their innovation potential social media marketing communication and holistic approach to win in stakeholder relationship management Al Ries Chairman Ries Ries In an increasingly digitalized and disrupted world marketing too has to change This is the book that will help you master marketing in disruptive times via effective social media marketing achieve transformation through innovation and implement a holistic Marketing 4 0 framework which results in sustainable growth for companies and organizations alike V Kumar Ph D Professor of Marketing Georgia State University USA The authors Philip Kotler is the S C Johnson Son Distinguished Professor of International Marketing at Northwestern University s Kellogg School of Management and one of the world s leading authorities on marketing His writing has defined marketing around the world for the past decades Philip Kotler is the recipient of numerous awards and honorary degrees Marc Opresnik is a Distinguished Professor of Marketing at the Technische Hochschule L beck as well as a Member of the Board of Directors at SGMI Management Institute St Gallen and TEDx Speaker He is Chief Research Officer at Kotler Impact Inc and a global co author of marketing legend Philip Kotler With his many years of international experience Marc Opresnik is one of the world s most renowned marketing management and negotiation experts Kohzoh Takaoka is the Representative Director President CEO Nestl Japan Ltd He proposed and built new business models such as the KITKAT exam campaign and NESCAF AMBASSADOR which increased profit margins He endeavors to establish a global business model for mature and developed markets by encouraging marketing in all departments including personnel and sales departments

21st Century Marketing Philip Kotler,Kohzoh Takaoka,Marc Oliver Opresnik,2017-10-17 In this ever changing world enterprises organizations and societies are influenced and affected by several mega trends These include digitalization disruption which goes along with the need to transform companies through innovation and corporate social responsibility As a result marketing is undergoing rapid change and must embrace these factors that shape the macro environment of each and every company and organization This book describes the guidelines for marketing in the 21st century and practically shows how companies and organizations can achieve market based sustainability via sophisticated digital and social media marketing transformation through innovation and Marketing 4 0 This holistic market orientation plus enables enterprises to align themselves with the market focused needs and wants of customers and the interests of all stakeholders Endorsements This book is an indispensable guide for 21st century professional marketers who seek to leverage their innovation potential social media marketing communication and holistic approach to win in stakeholder relationship

management Al Ries Chairman Ries Ries In an increasingly digitalized and disrupted world marketing too has to change This is the book that will help you master marketing in disruptive times via effective social media marketing achieve transformation through innovation and implement a holistic Marketing 4.0 framework which results in sustainable growth for companies and organizations alike V Kumar Ph D Richard and Susan Lenny Distinguished Chair Regents Professor of Marketing Georgia State University USA The authors Philip Kotler is the S C Johnson Son Distinguished Professor of International Marketing at Northwestern University's Kellogg School of Management and one of the world's leading authorities on marketing His writing has defined marketing around the world for the past decades Philip Kotler is the recipient of numerous awards and honorary degrees and is widely considered as the Father of Modern Marketing Marc Opresnik is a distinguished Professor of Marketing at Luebeck University of Applied Sciences and Member of the Board of Directors at SGMI Management Institute St Gallen He is Chief Research Officer at Kotler Impact Inc and a global co author of marketing legend Philip Kotler With his many years of international experience Marc Opresnik is one of the world's most renowned marketing management and negotiation experts Kohzoh Takaoka is the Representative Director President CEO Nestl Japan Ltd He proposed and built new business models such as the KITKAT exam campaign and NESCAF AMBASSADOR which increased profit margins He endeavors to establish a global business model for mature and developed markets by encouraging marketing in all departments including personnel and sales departments **New Scientist** ,2004

New Scientist and Science Journal ,2004-10 Marketing Strategy In The Digital Age: Applying Kotler's Strategies To Digital Marketing Milton Kotler,Tiger Cao,Sam Wang,Collen Qiao,2020-08-26 The market changes faster than marketing In essence marketing strategy has undergone only two eras the entity era and the bit era also known as the industrial age and the digital age In the age of digital society all CEOs CMOs and senior marketing executives must consider how to change their strategies improve the role of marketing and adopt emerging technological and data tools to integrate with the Internet The goal of digital marketing strategy is not to disrupt existing marketing strategies but to complement integrate and develop the two at the same time In this book the authors provide detailed discussion and practical analysis on the relationship between marketing and digital technologies and propose a marketing implementation framework for digital strategy platforms Standing for Recognize Reach Relationship and Return the 4R system is a powerful strategic trading tool for digital implementation especially for CEOs and CMOs All other tools such as data platforms content marketing DSP digital advertising and digital marketing ROI design essentially serve the 4R system As such the authors advocate for firms to restructure their digital marketing strategy around the 4R system **Macworld** ,2002-09 Library & Information Science Abstracts ,2005 **F&S Index United States Annual** ,1999

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