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Sommario/riassunto	Understand the next level of marketing The new model for marketing- Marketing 3.0-treats customers not as mere consumers but as the complex, multi-dimensional human beings that they are. Customers, in turn, are choosing companies and products that satisfy deeper needs for participation, creativity, community, and idealism. In Marketing 3.0, world-leading marketing guru Philip Kotler explains why the future of marketing lies in creating products, services, and company cultures

that inspire, include, and reflect the values of target customers.Explains
the future o
