

1. Record Nr.	UNINA9910484540203321
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Titolo	H2H marketing : the genesis of human-to-human marketing // Philip Kotler, Waldemar Pfoertsch, Uwe Sponholz
Pubbl/distr/stampa	Cham, Switzerland : , : Springer, , [2021] Â©2021
ISBN	3-030-59531-5
Edizione	[1st edition]
Descrizione fisica	1 online resource (XXVII, 267 p. 70 illus., 69 illus. in color.)
Disciplina	658.8
Soggetti	Marketing Psychology, Industrial Information technology
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	1. The Current State of Marketing -- 2. The New Paradigm: H2H Marketing -- 3. H2H Mindset: The Basis -- 4. H2H Management: Putting Trust and Brand in Focus -- 5. Rethinking Operative Marketing: The H2H Process -- 6. Finding Meaning in a Troubled World.
Sommario/riassunto	H2H Marketing is packed with inspiring new concepts to help leaders in diverse industries and organizations make the shift from conventional marketing to a more human-oriented way of doing business by applying the mindset, concept and process outlined within. H2H Marketing shows you how to realign your thinking, your people and your organization to create value propositions for all relevant stakeholders. Here you will learn about the newest marketing thinking and best applications. Philip Kotler and Waldemar Pfoertsch have now followed up on their visionary book "B2B Brand Management." H2H Marketing takes the groundbreaking B2B marketing and branding principles from their previous work and combines them with fresh ideas and concepts. Philip Kotler's "Marketing 4.0" and the "Mensch Marketing" approach put forward by Waldemar Pfoertsch and Uwe Sponholz have helped to shape this modern way of thinking about and doing marketing. H2H Marketing offers a smart, systematic plan to help any organization move away from conventional marketing and create

value propositions for all relevant stakeholders. You don't have to be an entrepreneur or techie to take advantage of their insights; you only have to be willing to challenge the assumptions of your industry, ask fresh questions, apply deep thinking and embrace your own humanness. .
