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Autore	Kotler Philip
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Sommario/riassunto	H2H Marketing focuses on redefining the role of marketing by reorienting the mindset of decision-makers and integrating the concepts of Design Thinking, Service-Dominant Logic and Digitalization. Following the authors' successful book on H2H Marketing, this book brings foward selected case studies showcasing various aspects of the concept, its fundamental elements, and its implementation.