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Autore	Kotler Philip
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Nota di contenuto	Part I: Fundamental Trends Shaping Marketing -- Chapter 1: Power Shifts to the Connected Customers -- Chapter 2: The Paradoxes of Marketing to Connected Customers -- Chapter 3: The Influential Digital Subcultures -- Chapter 4: Marketing 4.0 in the Digital Economy -- Part II: New Frameworks for Marketing in the Digital Economy -- Chapter 5: The New Customer Path -- Chapter 6: Marketing Productivity Metrics -- Chapter 7: Industry Archetypes and Best Practices -- Part III: Tactical Marketing Applications in the Digital Economy -- Chapter 8: Human-Centric Marketing for Brand Attraction -- Chapter 9: Content Marketing for Brand Curiosity -- Chapter 10: Omnichannel Marketing for Brand Commitment -- Chapter 11: Engagement Marketing for Brand Affinity -- Epilogue: Getting to WOW! -- What Is a "WOW"? -- Enjoy, Experience, Engage: WOW! -- Are You Ready to WOW? -- Index.
Sommario/riassunto	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.
