

Since *Marketing 3.0* inspired the world to embrace and explore human-centric marketing, pioneers in the field have applied advanced technologies to open new insights into who our customers are and how they make decisions. The valuable paradox of big data analytics is it can create more personalized products and personal services, and *Marketing 4.0* maps out an authoritative approach to taking customers from awareness to advocacy.

For this highly anticipated guide, the father of modern marketing Philip Kotler rejoins thought leaders Hermawan Kartajaya and Iwan Setiawan from MarkPlus, Inc. to share tangible ways marketers can influence people on varied paths along the customer journey. In fact, the traditional path to purchase (aware, appeal, ask, and act) is expanded to include *advocate* because the opinions of our family and friends have enormous impact on buying decisions—and fully updated coverage walks you through how it happens, the ways to encourage it, and strategies for growing one customized experience at a time using powerful metrics and innovative best practices.

Moving from a traditional to digital marketing mindset comes easy with the practical advice and intuitive explanations you can use and benefit from the very first day. Chapter summaries highlight covered topics to enable this guidebook to double as an everyday reference, and reflection questions jumpstart your personal discovery as well as focus meeting discussions when it comes time to bring the entire organization onboard.

This peerless resource guide completely prepares you to leap ahead of the curve without any prior knowledge of analytics or IT by enabling you to:

- Gain data-driven insight into the new ways customers are spending and the three driving subcultures: youth, women, and netizens
- Examine firsthand examples of Marketing 4.0 boosting productivity by engaging customers at every touchpoint along their real-world paths through today's digital marketplace
- Redefine customer engagement in the digital era, including human-centric marketing, creating customer conversations, and omnichannel strategies

Looking at marketing in an entirely new way may seem overwhelming, but with the easy-to-use framework in *Marketing 4.0*, you can quickly get down to succeeding at what has always mattered—customer impressions.