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Marketing mix (the four P ' s) should be redefined as the four C ' s (co-creation, currency, communal activation, and conversation). In the digital economy, co-creation is the new product development strategy. Through co-creation and involving customers early in the ideation stage, companies can improve the success rate of new product development.

Marketing 4.0 in the digital economy: Moving from ...  
Moving from Traditional to Digital Philip Kotler, one of the world ' s top marketing experts, wrote Marketing 4.0 to guide the next generation of professionals on the road to change. Marketing is no longer the same: the internet and the rise of the digital world have changed the relationship of companies with their consumers.

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The concept of Marketing 4.0 ultimately aims to drive customers from awareness to advocacy . In doing so, marketers should leverage three main sources of influence—own, others ' , and outer influence.

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This book answers the ultimate question in the minds of next-generation marketers: ' In a connected world, what are the new rules of marketing? ' With increase...

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Marketing 4.0 : Philip Kotler : 9781119341208  
"Marketing 4.0" is a triumph. In my view it needs to be considered as an extension to the disciplines of either/both his 'Principles of Marketing'/'Marketing Management'. Having witnessed a number of failed digital marketing exercises and having read Marketing 4.0 I now feel much more capable of assisting in the development of Digital campaigns.