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Marketing 4.0: Moving from Traditional to Digital: Kotler ... 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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Marketing 4.0 : Philip Kotler : 9781119341208 "Marketing 4.0" is a triumph. In my view it needs to be considered as a 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.