Marketing 3.0: From Products to Customers to the Human Spirit
Philip Kotler, Hermawan Kartajaya, Iwan Setiawan

Hardcover 978-0-470-59882-5 April 2010 AUD $40.95
O-Book 978-1-118-25788-3 November 2011 Available on Wiley Online Library

DESCRIPTION

Understand the next level of marketing

The new model for marketing- Marketing 3.0-treats customers not as mere consumers but as the complex, multi-dimensional human beings that they are. Customers, in turn, are choosing companies and products that satisfy deeper needs for participation, creativity, community, and idealism.

In Marketing 3.0, world-leading marketing guru Philip Kotler explains why the future of marketing lies in creating products, services, and company cultures that inspire, include, and reflect the values of target customers.

• Explains the future of marketing, along with why most marketers are stuck in the past

• Examines companies that are ahead of the curve, such as S. C. Johnson

• Kotler is one of the most highly recognized marketing gurus, famous for his "4 P's of Marketing"

In an age of highly aware customers, companies must demonstrate their relevance to customers at the level of basic values. Marketing 3.0 is the unmatched guide to getting out front of this new tide sweeping through the nature of marketing.
ABOUT THE AUTHOR

**PHILIP KOTLER** is the S.C. Johnson & Son Distinguished Professor of International Marketing at Northwestern University’s Kellogg School of Management, and one of the world’s leading authorities on marketing. His writing has defined marketing around the world for the past forty years. The recipient of numerous awards and honorary degrees from schools all over the world, he holds an MA from the University of Chicago and a PhD from MIT, both in economics. Kotler has an incredible international presence—his books have been translated into approximately twenty-five languages, and he regularly speaks on the international circuit.

**HERMAWAN KARTAJAYA** is the founder and CEO of MarkPlus, Inc. and is one of the “50 Gurus Who Have Shaped the Future of Marketing” according to the Chartered Institute of Marketing, United Kingdom.

**IWAN SETIAWAN** is a senior consultant at MarkPlus, Inc. where he consults for clients on marketing strategies.

To purchase this product, please visit [https://www.wiley.com/en-au/9780470598825](https://www.wiley.com/en-au/9780470598825)