



# Marketing 3.0: From Products to Customers to the Human Spirit

By Philip Kotler, Hermawan Kartajaya, Iwan Setiawan

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## 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.

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### Editorial Review

#### Review

he [Kotler] sees that a new era of marketing is evolving. Customers have grown more knowledgeable. (B2B Marketing Magazine, October 2010).

#### From the Inside Flap

Today's customers are choosing products and companies that satisfy deeper needs for creativity, community, and idealism. Leading companies realize they must reach these highly aware, technology-enabled customers, and that the old rules of marketing won't help them do this. Instead, they must create products, services, and corporate cultures that inspire, include, and reflect their customers' values.

Legendary marketing sage Philip Kotler and his colleagues Hermawan Kartajaya and Iwan Setiawan have identified this definitive break with earlier models as *Marketing 3.0*. Moving beyond product-based (*Marketing 1.0*) and consumer-based (*Marketing 2.0*) approaches. *Marketing 3.0* takes a holistic approach to customers as multidimensional, values-driven people, even as potential collaborators.

*Marketing 3.0* clearly lays out the authors' key ideas and gives you real-world examples so you can implement *Marketing 3.0* practices at your organization. Customers have realized that their purchasing power has a global impact, and they are acting accordingly and talking to each other about the choices they make. *Marketing 3.0* explains how you can engage this conversation, position your brand as a positive force in the world, and collaborate successfully with customer-advocates.

*Marketing 3.0* also goes beyond "messaging" customers to encompass how a company defines and embodies its values for a variety of stakeholders. It explores how brands have an impact on issues such as poverty, socio-cultural change, and environmental sustainability. It also looks at how values-driven marketing affects employees, channel partners, and shareholders.

Customers are more aware, more active, and more powerful than ever before. *Marketing 3.0* shows you how to demonstrate your relevance to this interconnected, global community, giving you an unmatched guide to winning in this new age of marketing.

#### From the Back Cover

"Marketing has lost some of its sway in recent years. This provocative book tells how marketing can regain trust and influence inside and outside the organization."

—**Leonard L. Berry, Distinguished Professor of Marketing, Texas A&M University, coauthor of *Management Lessons from Mayo Clinic***

"Philip Kotler is again leading the way in strategic marketing with timely insight into a transformational period. *Marketing 3.0* makes a compelling case for the competitive benefits of tapping into the human spirit to engage consumers."

—**Dennis Dunlap CEO, American Marketing Association**

"*Marketing 3.0* has important ideas for all senior managers. It clearly points the path to the values-driven human-centric firm. The innovative 'ten credos' integrate marketing and values and provide personality and purpose to companies that practice them."

—**Stephen A. Greyser, Richard P. Chapman Professor of Business Administration, Emeritus, Harvard Business School**

"For too long, marketers thought customer satisfaction was the goal of marketing activities. *Marketing 3.0* makes the persuasive case that customer and societal welfare is the next frontier for companies. Consumers are demanding more from themselves and so should smart companies."

—**Nirmalya Kumar, Professor of Marketing and Co-Director of the Aditya Birla India Centre at London Business School**

## **Users Review**

### **From reader reviews:**

#### **Catherine Walters:**

Do you one of people who can't read pleasurable if the sentence chained inside straightway, hold on guys that aren't like that. This Marketing 3.0: From Products to Customers to the Human Spirit book is readable by means of you who hate the perfect word style. You will find the info here are arrange for enjoyable studying experience without leaving possibly decrease the knowledge that want to offer to you. The writer associated with Marketing 3.0: From Products to Customers to the Human Spirit content conveys objective easily to understand by many people. The printed and e-book are not different in the content but it just different by means of it. So , do you nonetheless thinking Marketing 3.0: From Products to Customers to the Human Spirit is not loveable to be your top listing reading book?

#### **Shanon Stephens:**

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#### **Brenda Seddon:**

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