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Marketing 4.0: Moving from Traditional to Digital by Philip Kotler, Hermawan Kartajaya, and Iwan Setiawan Dr. Philip Kotler is the S.C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University where he has been on the faculty since 1962.

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Philip Kotler is the father of marketing and this book is very up-to-date. I recommend this book without qualifications. This book is text to speech enabled so you can listen to the book or read the book or both.

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