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MARKETING 4.0 Moving to Digital PHILIP KOTLER HERMAWAN ...

Since Marketing ... 3.0 inspired the world to embrace and explore human-centric marketing, pioneers in the field have applied advanced technologies to open new insights into who our customers are and how they make decisions. The valuable paradox of big data analytics is it can create more personalized

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Marketing 4.0: Moving from Traditional to Digital Concept Synthesis and Local Application: I am currently the Director for Finance and Accounting Operations at AIG Shared Services Philippines (ROHQ). I used to be an OFW in Libya for 3 years as a Chief Accountant for two large construction firms. Because of the civil war, I was...

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Marketing 4.0: Moving from Traditional to Digital. I am an I.T. professional with the main focus on Online Marketing and monitoring activities of our Reservations Department for a family owned resort. I have other businesses related to Real Estate and Web development.

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