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Marketing mix (the four P's) should be redefined as the four C's (co-creation, currency, communal activation, and conversation). In the digital economy, co-creation is the new product development strategy. Through co-

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Digital creation and involving customers early in the ideation stage, companies can improve the success rate of new product development.

*Marketing 4.0 in the digital economy:
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Digital Philip Kotler, one of the world's top marketing experts, wrote Marketing 4.0 to guide the next generation of professionals on the road to change. Marketing is no longer the same: the internet and the rise of the digital world have changed the relationship of companies with their consumers.

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Digital 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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???? 2010 ?????????????????????????????????

Philip Kotler ????? Kellogg School of
Management ?????????????????????????????

Marketing 3.0 ?????????????????????????????????

???????????????????????? product-driven

marketing (1.0) ??? customer-centric

marketing (2.0) ????? human-centric

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*[??????????????] Marketing 4.0 : Moving
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This book answers the ultimate
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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 an extension to the disciplines of either/both his 'Principles of Marketing'/'Marketing Management'.

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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.

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