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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.

The Marketing Book Podcast: "Marketing 4.0" by Philip Kotler
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