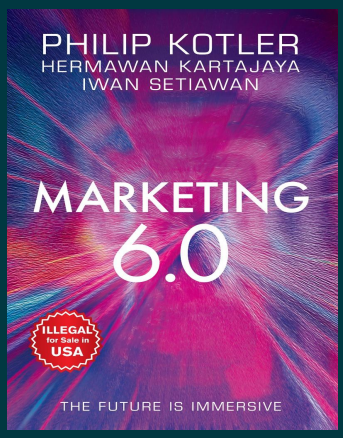
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Marketing 6.0: The Future Is Immersive

By Philip Kotler, Hermawan Kartajaya, Iwan Setiawan

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Description

In Marketing 6.0, the celebrated promoter of the "Four P's of Marketing," Philip Kotler, explains how marketers can use technology to address customers' needs and make a difference in the world. In a new age of metamarketing, this book provides marketers with a way to integrate technological and business model evolution with the dramatic shifts in consumer behavior that have happened in the last decade. Readers will learn about:

• The building blocks of metamarketing

• Generation Z and Generation Alpha and the technologies they use daily.

• How to tap into metaverses and extended reality

• The potential obstacles and solutions for creating a more interactive and immersive experience.

Marketing has evolved to address global challenges and changing customer expectations. Incorporating sustainability themes and new technologies for customer engagement are essential for businesses to remain relevant. Indeed, marketing has shifted from traditional to digital, but most customers still value some forms of human interaction. As a result, multichannel and omnichannel marketing have become popular among marketers aiming to leverage both traditional and digital engagement. Metamarketing goes beyond that and offers a genuine physical and digital convergence by providing a more interactive and immersive customer experience across physical and digital spaces.

About the Author

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Philip Kotler (Evanston, IL; https://kotlermarketing.com/phil1.shtml) is the S.C. Johnson Son Distinguished Professor (Emeritus) of International Marketing at Northwestern University's Kellogg Graduate School of Management, and one of the world's leading authorities on marketing. His writing has defined marketing around the world for the past forty years. He is the recipient of awards and honorary degrees from schools all over the world. His books have been translated into twenty-five languages.

Hermawan Kartajaya (Jakarta, Indonesia; http://www.markplusinc.com/) is the founder and Chairman of MarkPlus Consulting, the largest marketing consulting firm in Indonesia. He is the President of the World Marketing Association, one of the "50 Gurus Who Have Shaped The Future of Marketing" according to The Chartered Institute of Marketing, United Kingdom (CIM-UK), and coauthor with Kotler of several books, including Marketing 3.0, Marketing 4.0, and Marketing 5.0.

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