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increasingly connected world and  
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Marketing mix (the four P's) should be

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**Digital** 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-creation and involving customers early in the ideation stage, companies can improve the success rate of new

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*Marketing 4.0 in the digital economy:  
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Moving from Traditional to Digital  
Philip Kotler, one of the world's top  
marketing experts, wrote Marketing  
4.0 to guide the next generation of



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Digital  
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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reach more customers, more effectively.

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The concept of Marketing 4.0 ultimately aims to drive customers from awareness to advocacy. In doing

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so, marketers should leverage three main sources of influence—own, others', and outer influence.

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???? 2010 ?????????????????????????????????

Philip Kotler ????? Kellogg School of

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Digital Management ????????????????????

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

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

marketing (1.0) ??? customer-centric

marketing (2.0) ??? human-centric

marketing ??????? “????????” ?????

“????????? ...

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*Marketing 4.0 : Philip Kotler :*  
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"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'. Having witnessed a number of failed digital marketing exercises and having read Marketing 4.0 I now feel much

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more capable of assisting in the  
development of Digital campaigns.

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