



Marketing 3.0: From Products to Customers to the Human Spirit

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Understand the next level of marketing The new model for marketing-*Marketing 3.0*-treats customers not as mere consumers but as the complex, multi-dimensional human beings that they are. Customers, in turn, are choosing companies and products that satisfy deeper needs for participation, creativity, community, and idealism.

In *Marketing 3.0*, world-leading marketing guru Philip Kotler explains why the future of marketing lies in creating products, services, and company cultures that inspire, include, and reflect the values of target customers.

Explains the future of marketing, along with why most marketers are stuck in the past Examines companies that are ahead of the curve, such as S. C. Johnson Kotler is one of the most highly recognized marketing gurus, famous for his "4 P's of Marketing" In an age of highly aware customers, companies must demonstrate their relevance to customers at the level of basic values. *Marketing 3.0* is the unmatched guide to getting out front of this new tide sweeping through the nature of marketing.

Marketing 3.0: From Products to Customers to the Human Spirit Details

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Philip Kotler**

From Reader Review Marketing 3.0: From Products to Customers to the Human Spirit for online ebook

Butch says

Some good concepts but mostly environmental propaganda.

Eustacia Tan says

After reading fiction for so long, I (strangely) craved some non-fiction to read. I guess it's all those rom-com novels finally affecting my brain. But no matter, my friend's dad (books now gravitate towards me ^^) lent me this really interesting book: marketing 3.0

Marketing 3.0 is divided into three simple parts - trends, strategy and application. The essence of marketing 3.0 is that now, customer's are involved and they want more - like environmental considerations. So, the marketer must learn to engage the customers, and well, basically show how they're product is value-added.

I think the tag line sums it up best: "From Products to Customers to the Human Spirit". What I've learnt in Business and Management (the Marketing component anyway), is that there are 7 P's of Marketing - Product, Price, Place, Promotion, People, Physical Evidence and Process. It's still pretty much centered around the product, although the rise of e-commerce has changed things. But I think most significantly, the change in Corporate Social Responsibility (CSR) attitudes drives this whole process. A few decades ago, (for at least, Singapore) most people were still struggling just to get the basic necessities on the table. But now, a good majority of us are what can be termed as "middle-class" and social media like Facebook, Twitter, Pinterest now connects us and raises our awareness of social issues. E.g. SOPA, Occupy Wallstreet (the Singaporean version, by the way, failed miserably), Arab Spring, etc.

It's really interesting, actually, to think about how things will move on from here. I've always wanted to work in a bookstore, yet cries of Amazon.com are all around. But yet, this book suggests that it is possible for physical bookstores to survive, if they can provide an added dimension. And looking at stores like Littered With Books, it's certainly possible. I have absolutely no idea what they do in the area of CSR, but I like chatting with the employees about books and their willingness to order in books that they don't have makes it very convenient to shop there (not much location wise).

So to sum it all up, here are the 10 credos for Marketing 3.0: it's time to make a change

1. Love your customers, Respect your competitors.
2. Be sensitive to change, be ready to transform.
3. Guard your name, be clear about who you are.
4. Customers are diverse, go first to those who can benefit from you
5. Always offer a good package at a fair price.
6. Always make yourself available, spread the good news.
7. Get your customers, keep and grow them
8. Whatever your business, it's a service business.
9. Always refine your business process in terms of quality, cost and delivery.
10. Gather relevant information, but use wisdom in making your final decision.

And of course, in your application process, you should be delivering socio-cultural transformation (chapter 7), creating emerging market entrepreneurs (chapter 8) and striving for environmental sustainability (chapter 9).

(First published at <http://www.allsortsofbooks.blogspot.c...>)

Robert says

Dunia marketing memasuki era baru. Marketing 1.0 adalah tentang produk sebagai raja. Di era ini semua produsen berlomba-lomba menciptakan produk yang lebih berkualitas, lebih cepat, lebih tahan lama, lebih murah, dan sebagainya. Marketing 1.0 adalah tentang menciptakan jebakan tikus yang lebih baik. Berikutnya, marketing memasuki era baru. Marketing 2.0 adalah tentang konsumen sebagai raja. Di masa ini, pelayanan kepada konsumen lebih ditekankan. Kepuasan dan kesetiaan konsumen adalah titik kulminasi tertinggi yang ingin dicapai semua produsen. Sekarang, Philip Kotler dan Hermawan Kartajaya percaya bahwa marketing kembali bergulir memasuki era baru, bertransformasi menjadi Marketing 3.0.

Di era Marketing 3.0, yang menjadi pedoman adalah keinginan untuk menjadi bagian dari agen perubahan, membuat dunia menjadi lebih baik lewat nilai-nilai dan visi yang diyakini oleh masing-masing perusahaan. Keyakinan ini bukan lagi hanya sebatas kegiatan CSR (*Corporate Social Responsibility*) atau kegiatan filantropi semata, namun lebih mendalam lagi, dengan menekankan kepada *human spirit*, keinginan membantu menciptakan sebuah dunia yang lebih baik.

Secara teoritis, Marketing 3.0 adalah sebuah kebenaran yang logis. Adalah benar bahwa di saat sesuatu mencapai titik jenuh, ia harus berkembang, bertransformasi menjadi hal baru. Demikian pula, dunia marketing selalu berinovasi. Tetapi menurut saya, sungguh konyol bila sebuah perusahaan yang belum memiliki kesiapan *resources* langsung melompat ke Marketing 3.0 (mengacu pada nilai, visi, misi, namun belum memiliki standarisasi kualitas produk dan membina hubungan dengan konsumen).

Nilai, visi, misi, filantropi, kesetaraan, harmonisasi adalah impian setiap perusahaan di masa depan. Tetapi kenyataan di dunia tidak selalu sempurna seperti itu. Selera pasar kadang-kadang sulit ditebak. Kondisi ekonomi terkadang fluktuatif. Tetapi Marketing 3.0 bisa menjadi langkah awal menuju pada impian tersebut, dengan catatan telah memantapkan diri di dua langkah sebelumnya.

Sekilas seperti: *Merasa seperti melihat mendiang Anita Roddick tersenyum mengedipkan mata di alam baka sana.*

Pradit Pinyopasakul says

In contrast to capitalism, I do support the concept of this book, that the new era is value driven. The business in this era should be good corporate citizenship or "*Social Business Enterprise (SBE)*". Consumers become *Prosumers* and play important role in *Collaborative Marketing*. The authors believe that people will support business with true *Corporate Social Responsibility*, and that finally the profits will follow. This can stem from *Core Values* of the organization that are shared among all *stakeholders* (employees, partners, shareholders, and customers). Spreading this concept will help create *Socio-Cultural Transformation* to a *Sustainable Economy*.

Ginan Aulia Rahman says

"Kapitalis sekarang itu humanis." Orang-orang kiri dan sosialis pasti langsung gatel telinganya mendengar ini.

Pasar bebas gak jahat kok. Setiap pengusaha akan sekuat tenaga mempersembahkan daya dan upayanya untuk memuaskan konsumen, memberikan pelayanan luarbiasa baik dengan tawaran barang yang berkualitas. Serius! pasar bebas tidak jahat. kapitalisme tidak segitunya. Justru dengan ini peradaban berkembang dan kreatifitas tumbuh subur.

Hehehe..

Kalau baca buku model seperti ini kita dibuat buta akan ketimpangan dan dibuat silau dengan mantra-mantra canggih dan inspiratif wejangan marketing.

Enjoy, Experience, Engage.

Itu kata kunci untuk memikat konsumen. Produk barang dan jasa sebuah perusahaan harus menyenangkan bagi konsumen, memberi pengalaman baru, dan menyu=entuh hati konsumen.

Siapa yang dimaksud dengan konsumen? Tentu bukan orang kampung yang hanya berfokus pada nilai guna dan fungsi. atau bukan pula orang yang hidup pas-pasan dan hanya cukup untuk mengisi perut.

Segmentasi praktik ilmu marketing bukan untuk orang yang kalau belanja tidak membawa dompet.

Ahmet Dayan?kl? says

Marketing 3.0 is a great book for who wants to understand the evolution of marketing discipline. However, this book was published nearly in the beginning of the digital marketing era and in order to see the big picture advised to read Marketing 4.0 too.

Basically, the author divides marketing into 3 sections.

Marketing 1.0 (1950-1960) had the industrial revolution in the core and marketing was mostly about product development. The goal of the marketing was "standardize&scale". This period named as "product-centric era". The famous 4P's of Marketing introduced at this stage.

Marketing 2.0 (1970-1980) was fueled by the information technology. The US and Western economy had an oil-shock driven stagflation. Demand was scarce. Most of the products were seen as commodities by consumers due to lack of effective positioning. Customer replaced the product and marketing turned mostly into customer management. This period named as "Customer-centric era".

Marketing 3.0 has the new wave of technology in the core. By the help of cheap smartphones&laptops, low-cost Internet and open source consumers get smarter, well-educated and connected to each other. The

balance search of globalization and the rise of creativity among societies helped marketers to explore a new level. Marketing 3.0 is about transforming the lives of consumers and all shareholders with value-driven marketing. Marketing 3.0 practices summarize touching to the human spirit.

Eduardo Xavier says

Minha cópia é a terceira impressão, de 2010. É um trabalho antigo no entanto mas o assunto continua atual. Os autores retratam bem os fenômenos a seu tempo e de fato perveram o futuro. É um trabalho bem embasado, com boas referências e aplicação da experiência.

O que achei interessante é que esse trabalho ajuda a organizar os fundamentos de uma empresa em relação a concepção de missão, visão e valores - consequentemente na forma como ela vai se comunicar com clientes, funcionários, fornecedores e até concorrentes. As motivações para fundamentar essas concepções são bem desenvolvidas e justificadas. Ao longo da leitura, eu repetia pra mim, uma frase mentalmente: "é só a gente ser mais humano (no sentido de querer ser, pertencer, ser bom, amar o próximo, fazer por todos). Com o prefácio feito pelo presidente da Indonésia, pude compreender e aceitar naturalmente todos os discussões de combate a pobreza.

As questões humanitárias, perseguidas pelos governos, estão sendo apropriadas pelas empresas na visão dos autores. Isso pode ser algo simplesmente canalha ou simplesmente ok (no sentido de ser indiferente, independentemente do real motivo - que é sempre o lucro).

O intuito real é alcançar o sentimento das pessoas com objetivo de corroborar o posicionamento de uma marca (e sua concepção de missão, visão e valores), mas não apenas como uma declaração em frases feitas; mas de ações, de uma forma que a própria comunidade justifique a existência da marca. Busca-se a emoção no final das contas pois é ela que nos leva a comprar a qualquer custo - e não a razão. (o diabo está no detalhes).

Esses discursos sobre "alívio de pobreza", pra mim, são estéreis. Pessoalmente acho que a pobreza se combate com ações radicais. Mas aqui, o "marketing das causas" é uma genialidade para mais uma vez se aproveitar das populações pobres? A exemplo extremos desses programas de televisão que lucram demasiadamente com uma matéria prima sem custo: a história de um miserável - mesmo que se mobilize ou lhe dê uma casa, o lucro é sempre imensurável - vende-se histórias tristes!) ou de companhias de cerveja que vendem copos de vidros dizendo que vão levar água para povos na África - que estão afastados das nascentes e não tem estrutura. Bom, acho que é uma provação pessimista porque, por outro lado, pelo menos, alguém está fazendo alguma coisa e se mais negócios surgirem com preocupações deste tipo (mesmo que falsas), pode ser que melhore alguma coisa pra alguém.

Foi uma excelente leitura, tem link para boas referências, tem boas discussões, é bem escrito, bem traduzido, vou guardar; recomendo.

Jeffrey Williams says

Philip Kotler has a storied career as a marketing instructor having written several key textbooks in the past. Unfortunately, compared to his other writings, this one is a disappointment. There isn't much new to

Marketing 3.0 except for adding consumer voices through social media to the mix. While he tries to make it sound like it is fresh, there isn't much to differentiate it with what he calls Marketing 1.0 and Marketing 2.0. It's just a different way of retelling the same thing.

Joseph Theyos says

A well planned bookIt show how time and ideas have changed the way of business in the world . It talk about the mind frame of customer and how people are updating themself to the changes and how to be open minded when it come to change so that we are not left behind ...few more examples neededit gives great information on marketing and how to handle every situation ... planning to continue reading marketing 4.0

Viktor Zakharchenko says

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Marcin Gi?ycki says

Warto sobie u?wiadomi? ten przekaz

Denny says

the concept is really good. marketing have so many choice and the best choice is honesty

E says

Marketing with social purpose

This book may revitalize tired marketing aficionados who are weary of the same old approaches. They will welcome the authors' contention that their field is entering a new, transformational phase. Philip Kotler, Hermawan Kartajaya and Iwan Setiawan explain the tremendous commercial and social potential of "Marketing 3.0," their name for a tactic that emphasizes reaching consumers by pursuing values that matter to them, like sustainability, public service and philanthropy. Even if the book is not groundbreaking, getAbstract applauds its refreshing belief in the potential power of strategic marketing initiatives based on an authentic regard for customers and social welfare. While this dual focus may be somewhat overambitious during challenging economic times, certainly corporate social responsibility has rarely been more important. The authors give it a boost by demonstrating how firms can use online social media to promote their values and their Marketing 3.0 cause-related agendas. Although some of the book's examples of firms that have

achieved a positive impact with Marketing 3.0 seem a bit daunting – or even overblown – they also provide provocative, inspiring marketing ideas.

To learn more about this book, check out the following link: <http://www.getabstract.com/summary/13...>

??????? ?????? says

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Joana Botelho says

Philip Kotler na obra Marketing 3.0 demonstra que, muitas vezes, a política da sustentabilidade é vista apenas como mera estratégia de comunicação de relações públicas ou marketing. Já alguns accionistas, consideram da sua responsabilidade devolver à sociedade parte do que a sua empresa está a beneficiar mas muito raramente conseguem perceber que a sustentabilidade é uma oportunidade para gerar lucro, melhorar a reputação e obter diferenciação.
Leia tudo em: <http://blogbuythebook.wordpress.com/2...>
