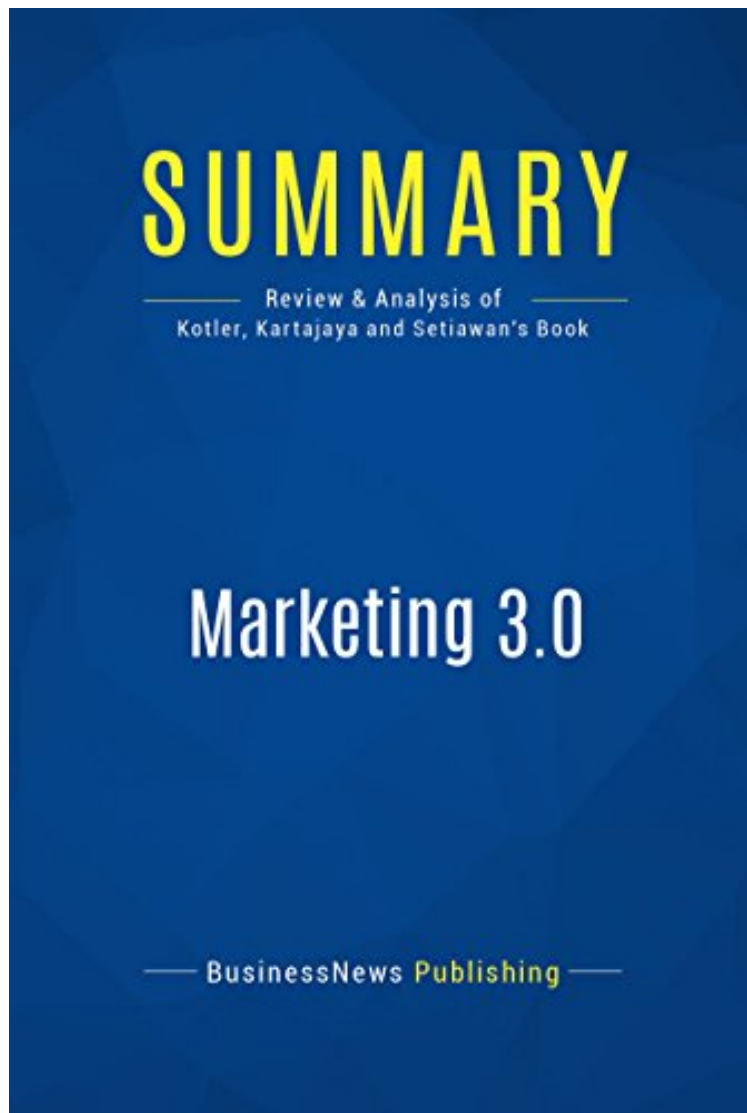


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The must-read summary of Philip Kotler, Hermawan Kartajaya and Iwan Setiawan's book: "Marketing 3.0: From Products to Customers to the Human Spirit". This complete summary of the ideas from Philip Kotler, Hermawan Kartajaya and Iwan Setiawan's book "Marketing 3.0" charts the movements of marketing strategies and suggests how businesses should market themselves today. In their book, the authors explain the evolution of marketing approaches in detail and the benefits that each of them brought. This summary also shows how we are currently moving from marketing 2.0 to 3.0: every company who wants to market effectively needs to understand that customers want to buy from companies who deal with issues which impact on all humans, such as sustainability and global warming. Added-value of this summary: **Save time**; **Understand key concepts**; **Expand your marketing knowledge** To learn more, read "Marketing 3.0" and discover the key to choosing your marketing approach and communicating with your customers.