

Marketing 5.0: Technology for Humanity

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"Marketing 5.0: Technology for Humanity" by Philip Kotler is a must-read for any business or marketing professional looking to stay ahead of the curve. As the world continues to evolve rapidly with advancements in technology, Kotler provides a comprehensive guide on how organizations can leverage the latest tools and strategies to connect with customers in meaningful ways.

Kotler, a renowned expert in the field of marketing, takes readers on a journey through the progression of marketing, from the traditional 1.0 approach to the current 5.0 paradigm. He delves deep into the impact of digital transformation, artificial intelligence, and other emerging technologies, and how they are reshaping the way companies engage with their target audiences.

One of the book's standout features is Kotler's emphasis on the importance of "humanizing" marketing efforts. He argues that as technology viz., Artificial intelligence; Natural-language processing; Augmented reality & Virtual reality. These technologies have become more pervasive, it is crucial for businesses to maintain a personal touch and foster genuine connections with their customers. The author provides practical strategies and case studies to demonstrate how organizations can balance technological innovation with a human-centric approach.

Throughout the book, authors also explore the evolving role of the marketing professional, highlighting the skills and mindset required to thrive in the rapidly changing landscape. They encourage readers to embrace a growth mindset, continuously adapt to new trends, and leverage data-driven insights to make informed decisions.

Overall, "Marketing 5.0" is a comprehensive and insightful read that offers a compelling vision for the future of marketing. Kotler's deep understanding of the industry, combined with his ability to synthesize complex concepts into actionable advice, make this book an invaluable resource for any business seeking to stay ahead of the competition and connect with their customers in a more meaningful way.

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