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business and the changing behavior of customers, 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. Following the pattern presented in his bestselling Marketing X.0 series, Philip Kotler covers the crucial topics necessary to understand modern marketing, including:

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- Facial recognition and voice tech for marketing
- The future of Customer Experience (CX)
- Transmedia storytelling
- The “ Whatever-Whenever-Wherever ” service delivery
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