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BOOK REVIEW

Marketing 4.0: WOW! Engage, Experience and Enjoy

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Product based marketing, customer oriented marketing and human centric marketing will recently book a place in the history shelf of marketing literature! The world stood dumbstruck on hearing this statement. Over-the-time evolution itself had been revolutionised by the so-called marketers of this 21st century. The wonderland of marketing keeps unveiling its novel forms every moment. Finally, aesthetic senses of human beings have been cloned and encrypted in the motherboard – welcome to the world of digital marketing. We know you better than you do! The story line of Marketing 4.0 begins here. The paradigm shift from traditional to digital marketing is the script that this book unfolds. Published by John Wiley and sons, Inc., in 2017, this marketing bible is the hot selling cake of the year. Marketing 4.0 is truly a treasure worth cherishing. Hermawan Kartajaya, Iwan Setiawan and team guided by the modern marketing Guru Philip Kotler have created wonders with words. This book is worth a hundred research articles put together.

Parted into three portions with 4-3-4 chapter line up, Marketing 4.0 is a complete guide for the marketers from Chandni Chowk to Wall Street. Multilateral power structures emerging with research and development and innovation is the new talk of the town. Power shifts driven by inclusivity of business adopting localisation of global ideas had seen the tides reaching new shores. Chapter 1 of Part-I, explores three mantras: 'Exclusive to Inclusive', 'Vertical to Horizontal' and 'Individual to Social'. The internet rays have pierced through the glass walls of vertical competition to enlighten the synergies of horizontal integration. Mobile based financial transaction gateways, online taxi service and digitally assisted lodging reservations are a few examples quoted by the authors. Social media driven inclusivity had boosted unity in diversity. Crowd sourcing approaches, like 'Wikipedia' had been mentioned as models of inclusivity. Internet world has devised a new platform christened as 'reviews', where social opinions outdo individual perceptions. The new trend of individual purchase decision making driven by social decisions, has hard-pressed for a credible marketing communication.

Chapter 2 of the book focuses on dynamism of the market. Connectivity, interaction and information had created a paradox of advocacies, which marketers need to address. Authors had attempted to create a decent understanding of these paradoxes. Paraphrasing of digital subculture was the task assigned to Chapter 3. Authors have beautifully coined an acronym, YWN – Youth, Women and Netizens. Early adoption, trend setting and game changing attitudes of youth made them 'mind-share' of the population. Information collecting, holistic shopping and house hold managing skills of women made them vital element of 'market-share' in this digital era. The working population of the internet – collectors, critics and creators constitute the netizen category. Netizens are perceived as the 'heart-share' creators of a brand, as they contribute, connect and amplify the brand message.

Chapter 4 begins with some quintessence from the success stories of Apple, Amazon and Netflix. Flexibility of Google and lop-sided nature of business followed by Airbnb and Uber are also discussed in brief. The discovery of the study is summarised as 4 C's (Co-creation, Currency, Communal activation and Conversation). The 'Arab spring' of marketing had witnessed the downfall of the kingship of customer, replaced by the collaborative democracy of self-service. The spring has nurtured the growth of digital as well as traditional marketing, fertilised by the new colours of customer advocacy. Marketing 4.0 is gifting this bouquet of flowers to its readers.

In the Part II section of the book, authors envisage a theoretical framework. Inspired from the customer

path frameworks put forward by E. St. Elmo Lewis as well as Dereck Rucker, authors have formulated an upgraded version considering the connectivity phenomenon persisting in this era. The new customer path is rewritten as five A's: Aware, Appeal, Ask, Act and Advocate. Chapter 5 in the section further demonstrates the characteristics of five A's by mapping customer path based on customer behaviour, customer touch points and resulting key impressions. Awareness to Advocacy is driven by influences, which the authors delineates as O zone (O3). 'Own', 'Other' and 'Outer' are the three O's that constitute the influence aura. This tool formulates the concept of Marketing 4.0.

Purchase Action Ration (PAR) and Brand Advocacy Ratio (BAR) are presented as the new metrics, in Chapter 6, to solve the current measurement problems. When purchase actions directly contribute to sales, advocacy indirectly promotes sales growth. These productivity metrics are claimed to be better measurement techniques for ROMI (Return on Marketing Investment) estimation. Authors argue that PAR and BAR scores at a the higher side would ensure loyal advocacy of a customer across customer path by enhancing attraction, curiosity, commitment and affinity.

From theory, Chapter 7 moves to modelling with thematic explanation of four industry archetypes. The patterns are coined as 'door knob', 'gold fish', 'trumpet', 'funnel' and 'bow-tie'. Out of which, 'Bow-tie' is presented as an ideal pattern, conjoining positive strengths of all the other four patterns. This chapter concludes by explaining a model based on BAR median and range, incorporating four industry best practices.

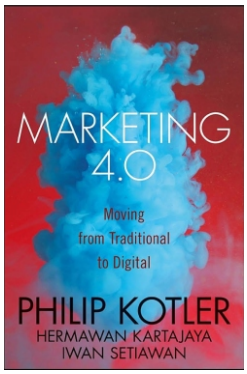
Part III of Marketing 4.0 emphasises the need of reinforcing human-centric marketing in the digital era. The idea was reframed as 'Digital anthropology' in Chapter 8. The approaches imbibed were 'social listening', 'netnography' and 'emphatic research'. Correlating the six human attributes coined by Stephen Sampson, Marketing 4.0 suggests brands to develop the following six human attributes: Physicality, Intellectuality, Sociability, Emotionality, Personality and Morality.

Chapter 9 engages in digital story telling with the context of content marketing. There are a set of eight steps designed for content marketing approach namely: Goal setting; Audience mapping; Content ideation and planning; Content creation; Content distribution; Content amplification; Content marketing evaluation and Content marketing improvement. Authors recommend for pre-production and post-distribution activities of content marketing for improved customer conversations.

Chapter 10 opens with the interaction and integration of showrooming and web rooming scenarios in the digital era. The new mantra for consistent brand commitment is termed as 'Omni channel marketing'. The trends of mobile commerce, web rooming and online channels are discussed in brief. Omni channel marketing process steps are illustrated by identifying and mapping touch points and channels.

Authors finally amalgamate Brand affinity through engaging marketing techniques using mobile apps, social CRM and gamification. Chapter 11 gives a brief note of each technique. The customer engagement in the digital era is redefined and recognised these techniques.

Marketing 4.0 completes its journey by sharing an anecdote about a Texas entrepreneur, who actualises the WOW moments in his life. Authors defines the jargon 'WOW' as an expression that is personal, evolved out of surprise and detected as contagious. The icing on the cake is an affirmative statement, recommending marketers to design strategies to create the WOW factor to upgrade customer from awareness to advocacy. This book has created the WOW factor in the marketing field with a ripple effect of engagement, experience and enjoyment. The readers have really been taken to the next level of intelligence, where they will experience the wonderland of digital marketing.



KOTLER, PHILIP., KARTAJAYA, HERMAWAN., SETIAWAN, IWAN.: *Marketing 4.0: Moving from traditional to digital.* New Jersey: John Wiley & Sons, Inc., 2017. 184. ISBN: 978-81-265-6693-8.

Call for Papers: Amity Business Journal

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Amity Business Journal will address contemporary issues of General Management. The general themes include topical issues, discussions & practices that attempt to communicate a better understanding on the subject of Management taking competitiveness as a premise.

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All papers and cases should be submitted to the Editor, Amity Business Journal, in a word soft copy with subject line "**Submission to Amity Business Journal, ABS, AUUP**". The covering note in the email must specify the paper title, authors name, affiliation and contact details.

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