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*Marketing 3.0 is about a transition from 1.0 - product marketing - to 2.0 - information technology/knowledge-based economy - to a holistic approach, which includes the customer as a human. Now don't let that steer you away from the book - Kotler makes his case without a granola-bar and pair of Birkenstocks.*

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goal of showing that they  
are interested in improving  
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*market and create a more trustworthy digital economy for both brands and consumers.*

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