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Marketing 4.0: Moving from Traditional to Digital. Concept Synthesis and Local Application: I am currently the Director for Finance and Accounting Operations at AIG Shared Services Philippines (ROHQ). I used to be an OFW in Libya for 3 years as a Chief Accountant for two large construction firms.

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Moving from Traditional to Digital Philip Kotler, one of the world's top marketing experts, wrote Marketing 4.0 to guide the next generation of professionals on the road to change. Marketing is no longer the same: the internet and the rise of the digital world have changed the relationship of companies with their consumers.

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Marketing 4.0 in the digital economy: Moving from traditional to digital marketing. By Philip Kotler, Hermawan Kartajaya and Iwan Setiawan | 8th March 2017 | Marketing 4.0: Moving from Traditional to Digital <http://eu.wiley.com/WileyCDA/WileyTitle/productCd-1119341205.html>. Clockwise from top left: Philip Kotler is the S.C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University.

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