

ASIAN COMPETITORS

MARKETING FOR COMPETITIVENESS IN THE AGE OF DIGITAL CONSUMERS

By
Philip Kotler
(Northwestern University,
USA)
Hermawan Kartajaya
(MarkPlus, Inc., Indonesia)
Den Huan Hooi
(Nanyang Technological
University, Singapore)



ISBN 9780000988430
Extent: 344pp, PB
Pub Date: 2020
Price: Rs.995

ABOUT THE BOOK

Today's dynamic and uncertain environment has contributed to the changing nature of markets. In order for companies to keep up, they will need to embark on new wave marketing to ride the wave of opportunities provided by the changes in the environment, such as the digital revolution.

This is critical all over the world, but none more so than in Asia. Asia is not only the world's biggest market, but also the fastest growing. It is therefore essential for marketers to understand the dynamics of Asian companies and what they have to offer to the wider world. This book analyzes competitive companies from 18 Asian countries that have successfully practiced new wave marketing and in so doing, provide invaluable lessons that others may find useful. Comprehensive case studies are used not only to describe how some of Asia's best companies compete, but also to analyze the concepts of new wave marketing their actions are based on. This book is unique in its depth and breadth of cases, from companies in the ASEAN region to North-east Asia, including Mongolia and SAARC.

The authors of this book, Professor Philip Kotler, arguably the Father of Modern Marketing, Hermawan Kartajaya from Indonesia, and Hooi Den Huan from Singapore, are all experts in their field and have previously produced other bestsellers. This book, with its focus on real life examples of competitive Asian companies in the age of digitalization, complements the principles and theoretical frameworks of new wave marketing that are detailed in its sister book, *Marketing for Competitiveness*. Together, these books provide a comprehensive picture of the changing Asian marketing landscape.

Feel Books Pvt. Ltd.
4381/4 Ansari Road
Daryaganj
New Delhi 110002
Tel: +91 11 47472600

READERSHIP

Marketing practitioners, business professionals, students and academics studying marketing, and general public interested in marketing.

CONTENTS

- **Marketing is Transforming?:**
 - Product-Centric Perspective: Connectivity in Product Development
 - Customer-Centric Perspective: Connecting with Digital Consumers
 - Human-Centric Perspective: Doing Good by Doing Well in the Connected World
 - Marketing 4.0: Moving from Traditional to Digital
- **Marketing is Creating?:**
 - Marketing Strategies for Value Exploration
 - Marketing Tactics for Value Engagement
 - Marketing Values for Excellent Execution
- **Glocalization Mindset:**
 - Asia's Local Champions
 - Asia's Regional Players: Asia Vision, Local Action
 - Asia's Multinational Companies: Global Value, Regional Strategy, Local Tactic

For orders or enquiries, please contact us:



Feel Books Pvt. Ltd.

Delhi	Tel: +91 11 47472600, +91 9015043442, Email: orders@feelbooks.in
Bengaluru	Tel: +91 80 26762129, Email: bangalore@feelbooks.in
Mumbai	Tel: +91 9820284211, Email: apandey@feelbooks.in
Chennai	Mobile: +91 9003047502, Email: gsrinivasan@feelbooks.in
Kolkata	Mobile: +91 9836160013, Email: dbhattacharjee@feelbooks.in

www.feelbooks.in

For any queries, please email us at marketing@feelbooks.in