



GETABSTRACT REVIEW OF **Marketing 5.0**

Technology for Humanity

The marketing landscape is shifting. High tech companies embrace agile marketing by monitoring and responding to shifting customer behaviors and trends. The authors propose a new strategy – Marketing 5.0 – to keep pace with your competition and grow amid the uncertainty, volatility and complexity of the market.

Discussion Questions

1. Does your current marketing approach account for the different needs and desires of all five generations the authors describe?
2. Markets are losing their middle segment, the authors contend. Have you accounted for this shift? How can you embrace “an ethos of sustainability and inclusivity?” in your marketing strategy?
3. How can you leverage data analytics – including real-time analytics – to finetune your marketing strategy?
4. How can generative AI help take your marketing activities to the next level?
5. How would you need to restructure your organization and marketing team to implement agile marketing practices?

STEP 1

Have your team read the [getAbstract summary](#).

STEP 2

Schedule a team meeting to discuss the questions below.

STEP 3

Have a discussion with your team.

“Businesses need to match the speed of customer shifts and outpace the competition at the same time. Agility is the new name of the game.”

Marketing 5.0

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