

# BOOK REVIEW

## Marketing 5.0 Technology for Humanity

Author: Philip Kotler, Hermawan Kartajaya, and Iwan Setiawan  
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### OVERVIEW

Technology has disrupted markets and businesses particularly at this time of great uncertainty due to the Covid-19 virus pandemic. This book is written by Dr. Philip Kotler, who ranked fourth of the Most Influential Business Writers and Management Gurus by *The Financial Times*, after the likes of Peter Drucker, Bill Gates, and Jack Welch. He is ranked by the *Wall Street Journal* as one of the top six most influential business thinkers. Also, he is widely regarded as the Father Modern Marketing. Currently, he is Professor Emeritus of Marketing at the Kellogg School of Management, Northwestern University. In addition, he has authored 57 books, including *Marketing Management* and the

two recent groundbreaking books, *Marketing 3.0* (2010) and *Marketing 4.0* (2016). The latest book, *Marketing 5.0* was recently launched as an e-book in January 2021 and hardcover in February 2021. The book has attracted several positive reviews from top academics such as Kevin Lane Keller and George Day. It was also featured by the [marketingjournal.org](http://marketingjournal.org), a leading website for the field.

Co-author Hermawan Kartajaya is the founder and Executive Chairman of MarkPlus, Inc., and is one of the “50 Gurus Who Have Shaped the Future of Marketing” by the Chartered Institute of Marketing, United Kingdom. He was also a recipient of the Distinguished Global Leadership Award from the Pan-Pacific Business Association at the University of

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Nebraska-Lincoln. He is also the Chairman of the Asia Council for Small Business and a co-founder of the Asia Marketing Federation.

The final co-author is Iwan Setiawan is the Chief Executive Officer of MarkPlus, Inc., where he helps businesses design their corporate and marketing strategies. A frequent writer and speaker, he is also the Editor-in-Chief of Marketeers.

## REVIEW

*Marketing 5.0* integrates the major challenges facing marketers today, which are dramatic technological advances, changes in consumer behavior, and business model shifts. The book provides practical guidelines for finding ways to use technology to advance the consumer's non-material needs. The book is divided into three major content areas. The first is focused on the changing consumer behavior affected by differences from economic inequality and political strife. The second deals with the new strategic directions being taken by leading businesses around the world by analyzing the new business models that define the modern marketing environment. The final section deals with understanding the elements of *Marketing 5.0*. The authors believe that marketers must be able to navigate the fear of threats such as job losses and concerns

of privacy to bring “the promise of exponential growth and better living for humanity” (p.6).

Each chapter ends with a summary and reflection questions. For instance, at the end of Chapter 2, *Generation Gap*, the summary provides a brief explanation about the five different generations that are affecting the business arena. The *Reflection Questions* at the end of this chapter (p. 34) are thought provoking asking organizations to think about the generations they are serving and how they have positioned themselves for the future.

*Marketing 5.0* has a total of 12 chapters, which can be presented as follows:

Part I, *Introduction*, The book starts with an introduction, which explains how it expands on the previous titles *Marketing 3.0* and *Marketing 4.0*. Thus, it has the elements of both the human-centricity and technology empowerment. The authors explain that the Covid-19 pandemic has accelerated the digitization of businesses resulting from the lockdown and physical distancing policies forcing the adoption of new touchless and digital realities. The authors explained that there are five components in *Marketing 5.0*, which are comprised of three interrelated applications namely predictive marketing, contextual marketing, and augmented reality, and two organizational

disciplines – data-driven marketing and agile marketing.

Part II, *Challenges Marketers Face in a Digital World*, provides an understanding of the modern marketing context. This section provides an understanding of the consumer by addressing the issues of *Generation Gap* (Chapter 2), *Prosperity Polarization* (Chapter 3), and *Digital Divide* (Chapter 4).

Part III, *New Strategies For Tech-Empowered Marketing*, starts with Chapter 5, *The Digital-Ready Organization*, which provides the *Digital Readiness Assessment* questionnaire (p.80). In addition, it provides a *Digitalization Strategies* model to help marketers select the appropriate strategy for their organization. Chapter 6, *The Next Tech*, provides case studies on better understanding how the technology has been used in leading companies. For instance, Tesco UK uses image recognition to improve how the to better display their products (p.99). Other interesting content in terms of strategy is the focus on customer experience (Chapter 7) that is built upon the 5A's first introduced in *Marketing 4.0* (p.110).

Part IV, *New Tactics Leveraging Marketing Tech*, is the final part where all the elements of Marketing 5.0 come together, the authors explain

more in detail how technology could be used in marketing particularly through the use of the extensive data available. Chapter 8, *Data-Driven Marketing*, provides clear stages for the development of data ecosystem that is conveniently summarized in the Data Matrix Framework (p. 139). Chapter 9, *Predictive Marketing*, provides detailed guidelines for building predictive marketing models. Chapter 10, *Contextual Marketing*, focuses on building the personalized sense-and-response experience, which can be categorized in three levels, which are personalized information, customized interaction, and total immersion. At the end of the chapter, there is a summary of the triggers and responses in contextual marketing, which would be very useful for marketers. Chapter 11, *Augmented Marketing*, shows how the traditional sales funnel could be improved (p.173). Finally, Chapter 12, *Agile Marketing*, explains the importance of this concept and how organizations could become more agile.

## COMMENTS

The main strength of the book is in the simplification of concepts and develop practical guidelines for marketers. For instance, the *Agile Marketing Worksheet* (p.192) provides a quick and concise document to

help teams “wrap their minds around specific marketing projects” (p.191). There is a detailed explanation in the chapter that explains how to use this document to improve the marketers’ performance.

Another strength of the book is the comprehensiveness in presenting the various technologies that are affecting marketing in Chapter 6. The authors explained that next tech “allows for more humanistic marketing approach” (p.90). Discussions are inclusive of technologies such as artificial intelligence, natural language processing, sensor tech, robotics, mixed reality, Internet of Things, and Blockchain. These are accompanied by cases that illustrate the use of technology such as The Louvre providing VR experience for those, who are using HTC Vive VR headsets, which allows the audience to explore the stories behind the painting.

### **Why it is better to read**

The book provides a good explanation of the challenges marketers are facing today. The core discussion “is around selecting where machines and people might fit and deliver the most value across the customer journey” (p.10). In addition, it addresses the issue of how Covid-19 has accelerated the digitalization process. Chapter 5

provides numerous cases to illustrate this point such as the Bangalore Airport providing contactless parking to boarding experiences and the rise of Youtube and Netflix as content providers.

Firstly, the authors have cited cases from around the world thus making a compelling case for the issues they are discussing. Thus, it provides a strong support for the guidelines that they have provided in the book.

Secondly, the authors have illustrated their point with cases that are helpful for readers to understand their point. The summary and reflection questions at the end of the chapter are also very helpful. In addition, the writing is easy to understand and all arguments are presented in a clear logical manner. Frameworks, models, and worksheets are also provided enabling marketers to bring the concepts presented in the book to actual use in their organizations.

Lastly, the authors have made a very important point by combining technology with marketing to enable a better livelihood for humanity. The concepts are distilled by experts in the marketing field, who provide clear paths for improving organization performance.

### **CONCLUSION**

This book provides interesting insights for both

marketers and academics. The authors pointed out that this book is suitable for Chief Marketing Officers, managers, leaders, and employees in marketing departments of organizations of all sizes. This is in line with the comment by Herman Simon, Founder and Honorary Chairman, Simon-Kucher & Partners, who said that the book “integrates the power of modern technologies and the emerging value systems of humanity. The book supports the marketers of the future to understand this integration and to convert it into actions, which are both effective and sustainable.”

At the same time, it is also interesting for academics to explore the impact of the various concepts introduced in this book such as the elements of Marketing 5.0, next tech, the new customer experience, and the various factors affecting the consumer such as generational differences and polarization of wealth as well as digital access.

Reading this book would be useful for marketers by saving their time in maintaining abreast of the trends affecting businesses around the world. The book provides many examples to illustrate the concepts proposed by the authors. In addition, the guidelines go beyond being marketing recommendations, they include ways to improve the organization as a whole. For instance, Chapter 5 provides clear

strategies to build the digital capabilities for organizations.

Also, this book reminds marketers about the importance of business in improving the livelihood of humanity. The authors explained that it is true that technology is still concentrated at the top. However, they emphasized the need to change that. They explained that “Improving the accessibility and relevancy of technology is imperative for Marketing 5.0 to work” (p. 36).

At best this book provides a comprehensive guideline for marketers in dealing with the technology challenges facing them today. It does not dwell too much on theories but rather proposes more practical guidelines. Thus, it can be said that this is a good book on practical knowledge by providing recommendations, models, frameworks, and worksheets. However, this book is not suited for those looking for theoretical in-depth analysis or “from theory to practice” kind of book.

At the very least the book provides a comprehensive understanding of the technology trends and how to harness their benefits for marketing. For Kotler fans this is a good book that builds on the earlier works. In addition, it is not too long making it easy to digest and use for practical purposes.