## CONTENTS

*Acknowledgments*  
*Prologue: From Marketing 3.0 to Marketing 4.0*  
*About the Authors*

### Part I  FUNDAMENTAL TRENDS SHAPING MARKETING

1. **Power Shifts to the Connected Customers**  
   - From Exclusive to Inclusive  
   - From Vertical to Horizontal  
   - From Individual to Social  
   - Summary: Horizontal, Inclusive, and Social

2. **The Paradoxes of Marketing to Connected Customers**  
   - Breaking the Myths of Connectivity  
   - Summary: Marketing amid Paradoxes

3. **The Influential Digital Subcultures**  
   - Youth: Acquiring the Mind Share  
   - Women: Growing the Market Share
CONTENTS

Netizens: Expanding the Heart Share 37
Summary: Youth, Women, and Netizens 40

4 Marketing 4.0 in the Digital Economy 43
Moving from Traditional to Digital Marketing 47
Integrating Traditional and Digital Marketing 52
Summary: Redefining Marketing in the Digital Economy 53

Part II NEW FRAMEWORKS FOR MARKETING IN THE DIGITAL ECONOMY

5 The New Customer Path 57
Understanding How People Buy: From Four A’s to Five A’s 60
Driving from Awareness to Advocacy: The O Zone (O3) 66
Summary: Aware, Appeal, Ask, Act, and Advocate 69

6 Marketing Productivity Metrics 71
Introducing PAR and BAR 74
Decomposing PAR and BAR 75
Driving Up Productivity 80
Summary: Purchase Action Ratio and Brand Advocacy Ratio 90

7 Industry Archetypes and Best Practices 91
Four Major Industry Archetypes 94
Four Marketing Best Practices 100
Summary: Learning from Different Industries 104
Part III TACTICAL MARKETING APPLICATIONS IN THE DIGITAL ECONOMY

8 Human-Centric Marketing for Brand Attraction
   Understanding Humans Using Digital Anthropology
   Building the Six Attributes of Human-Centric Brands
   Summary: When Brands Become Humans

9 Content Marketing for Brand Curiosity
   Content Is the New Ad, #Hashtag Is the New Tagline
   Step-by-Step Content Marketing
   Summary: Creating Conversations with Content

10 Omnichannel Marketing for Brand Commitment
   The Rise of Omnichannel Marketing
   Step-by-Step Omnichannel Marketing
   Summary: Integrating the Best of Online and Offline Channels

11 Engagement Marketing for Brand Affinity
   Enhancing Digital Experiences with Mobile Apps
   Providing Solutions with Social CRM
   Driving Desired Behavior with Gamification
   Summary: Mobile Apps, Social CRM, and Gamification

Epilogue: Getting to WOW!
   What Is a “WOW”?
   Enjoy, Experience, Engage: WOW!
   Are You Ready to WOW?

Index