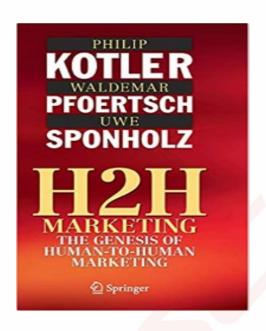


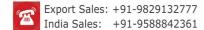
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## **Specifications:-**

- In H2h Marketing The Authors Focus On Redefining The Role Of Marketing By Reorienting The Mindset Of Decision-Makers And Integrating The Concepts Of Design Thinking, Service-Dominant Logic And Digitalization.
- It's Not Just Technological Advances That Have Made It Necessary To Revisit The Way
  Everybody Thinks About Marketing; Customers And Marketers As Human DecisionMakers Are Changing, Too. Therefore, Having The Right Mindset, The Right
  Management Approach And Highly Dynamic Implementation Processes Is Key To
  Creating Innovative And Meaningful Value Propositions For All Stakeholders.
- This Book Is Essential Reading For The Following Groups: Executives Who Want To Bring New Meaning To Their Lives And Organization, Managers Who Need Inspirations And Evidence For Their Daily Work In Order To Handle The Change Management Needed In Response To The Driving Forces Of Technology, Society And Ecology.
- Professors, Trainers And Coaches Who Want To Apply The Latest Marketing Principles
- Students And Trainees Who Want To Prepare For The Future Customers Of Any Kind
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