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Marketing for Competitiveness: Asia to the World: In the Age of Digital Consumers. Philip Kotler, Hermawan Kartajaya, and Hooi Den Huan. Singapore: World Scientific, 2017. 288 pp. ISBN 978-981-3201-96-5 (pbk). Reviewed by Thittapong Daengrasmisopon Stamford International University, Thailand. thittapong.daengrasmisopon@stamford.edu

Marketing for Competitiveness: Received: March 12, 2019 ...

For companies around the world, the need for digital marketing and social media management have become a necessity. For digital marketers, this is excellent news, as even high profile businesses are wanting to invest in digital marketing specialists to take their marketing team to new heights.

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