

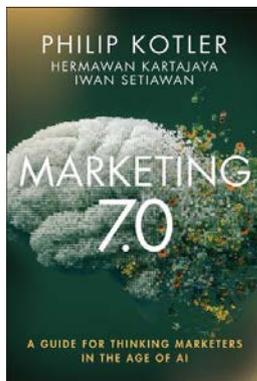


February 2026

ご注文承り中!!

P.コトラー他著 マーケティング 7.0
Marketing 7.0: A Guide for Thinking
Marketers in the Age of AI.

Kotler, Philip / Kartajaya, Hermawan / Setiawan, Iwan, Marketing 7.0: A Guide for Thinking Marketers in the Age of AI. 256 pp. 2026:3 (Wiley, US) <764-524>
ISBN 978-1-394-32986-1 paper ¥6,765 (税込)



Level up your marketing strategy by understanding how the human mind works in the age of artificial intelligence (AI)

Marketing 7.0 explores mind-centric marketing, a new approach that shifts the focus from AI-driven performance optimization to understanding how people think, connect, and buy. With the insights in this book, readers will be prepared to engage a new breed of consumers: the augmented human.

Written by Philip Kotler, one of the world's leading authorities on marketing, together with Hermawan Kartajaya and Iwan Setiawan from the leading marketing consulting firm MCorp, this book discusses ideas such as:

- Why digitalization, AI, and immersive technology unlock the consumer mind
- How performance marketing and AI obsessions kill authenticity
- How to extract customer insights to design brand storytelling, value propositions, selling approaches, and customer experiences

Marketing 7.0 earns a well-deserved spot on the bookshelves of executives, business leaders, and marketers alike as a guide to marketing in the age of AI.

