

MARKETING NATION TO THE WORLD

For Diplomacy And Diplomat

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Founder and CEO of MarkPlus, Inc.

President of World Marketing Association

One of the “50 Gurus Who Have Shaped the Future of Marketing”

(CIM, UK 2003)

PRE-FACE:
EVOLUTION OF SEVERAL NATION BRANDINGS

NATIONS



Singapore



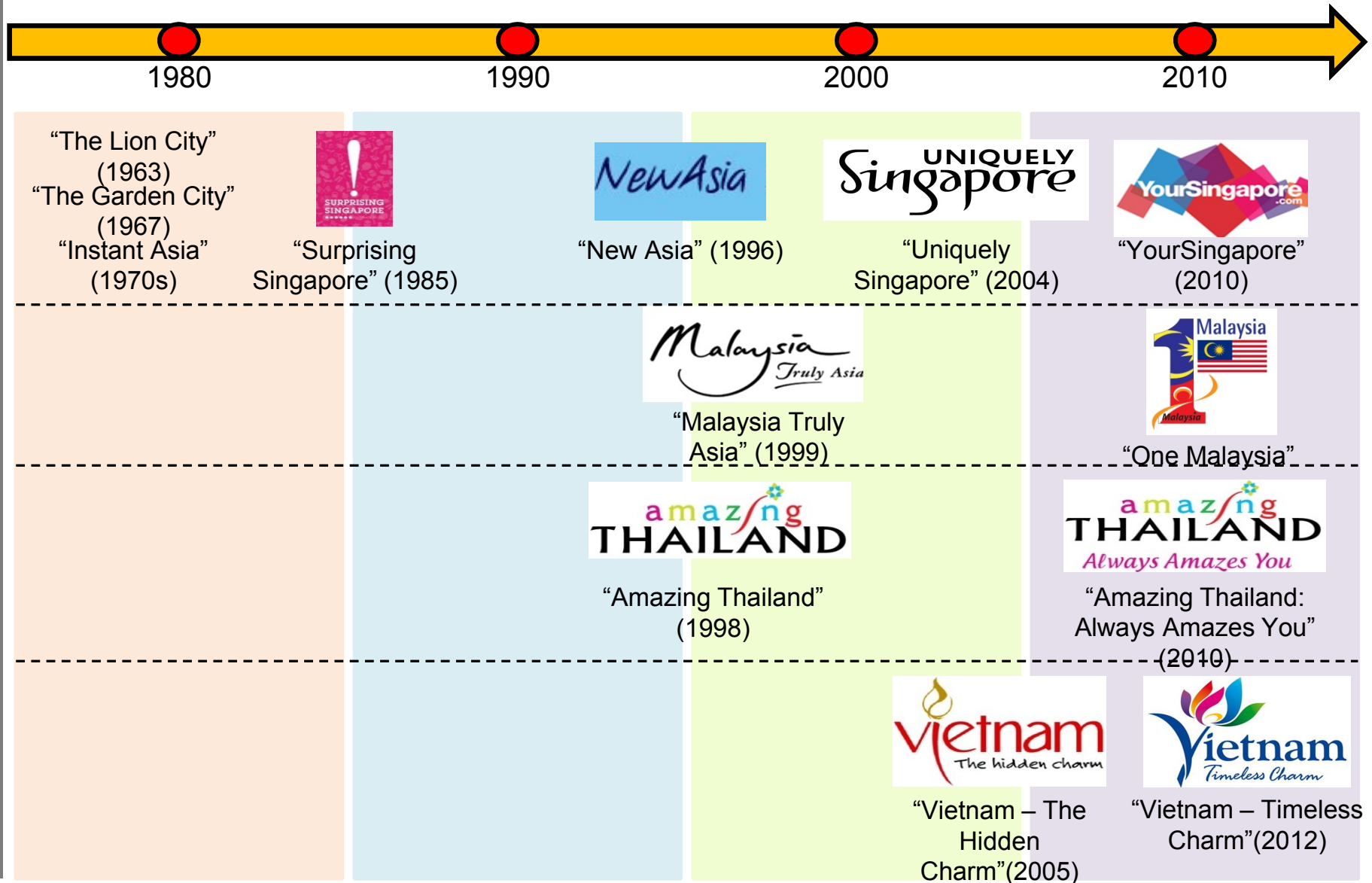
Malaysia



Thailand



Vietnam



PRE-FACE: EVOLUTION OF SEVERAL NATION BRANDINGS

NATIONS



Philippines



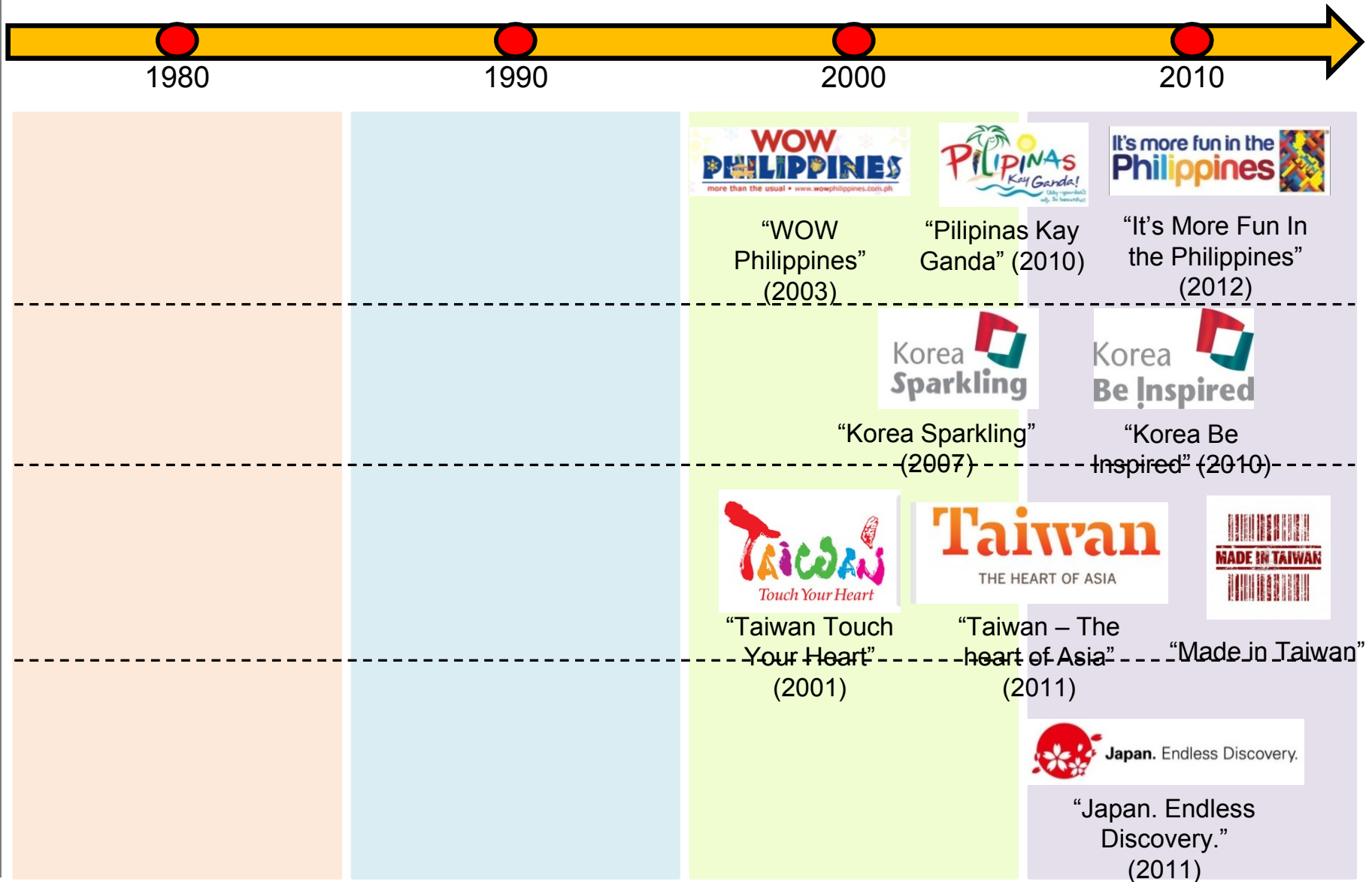
Korea



Taiwan



Japan



PRE-FACE:
EVOLUTION OF SEVERAL NATION BRANDINGS

NATIONS



India



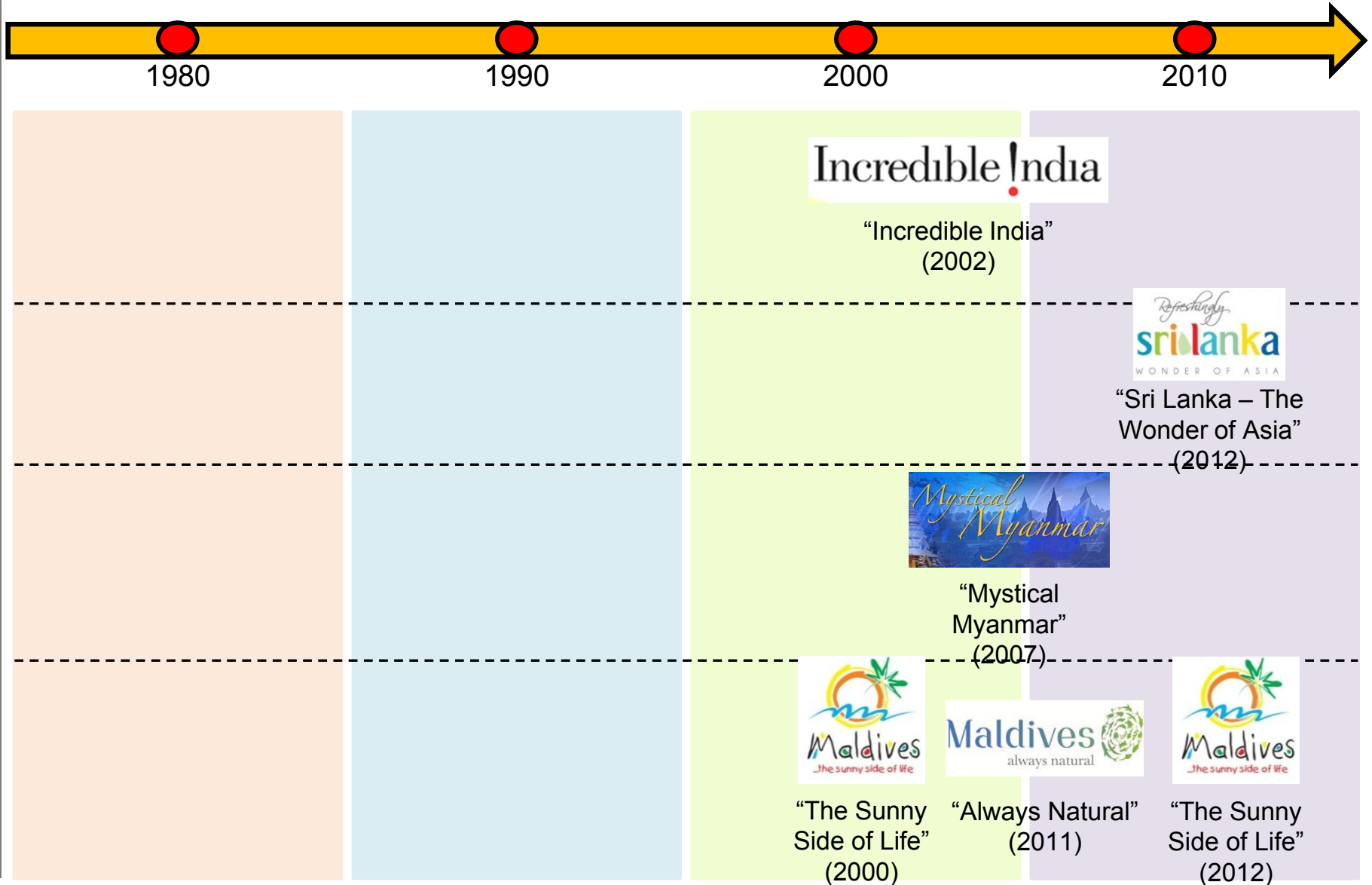
Sri Lanka



Myanmar



Maldives

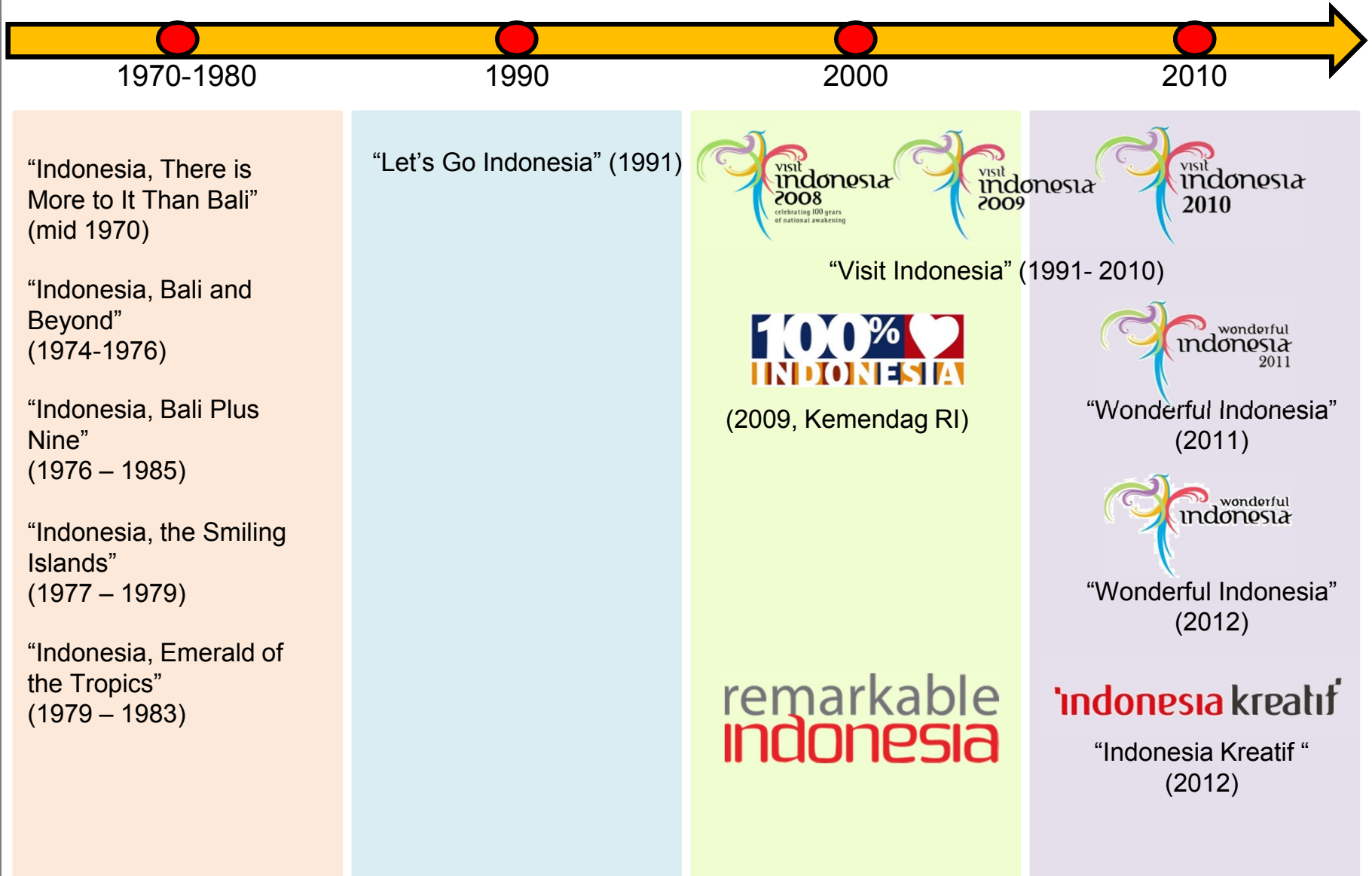


PRE-FACE:
EVOLUTION OF SEVERAL NATION BRANDINGS

NATIONS



Indonesia

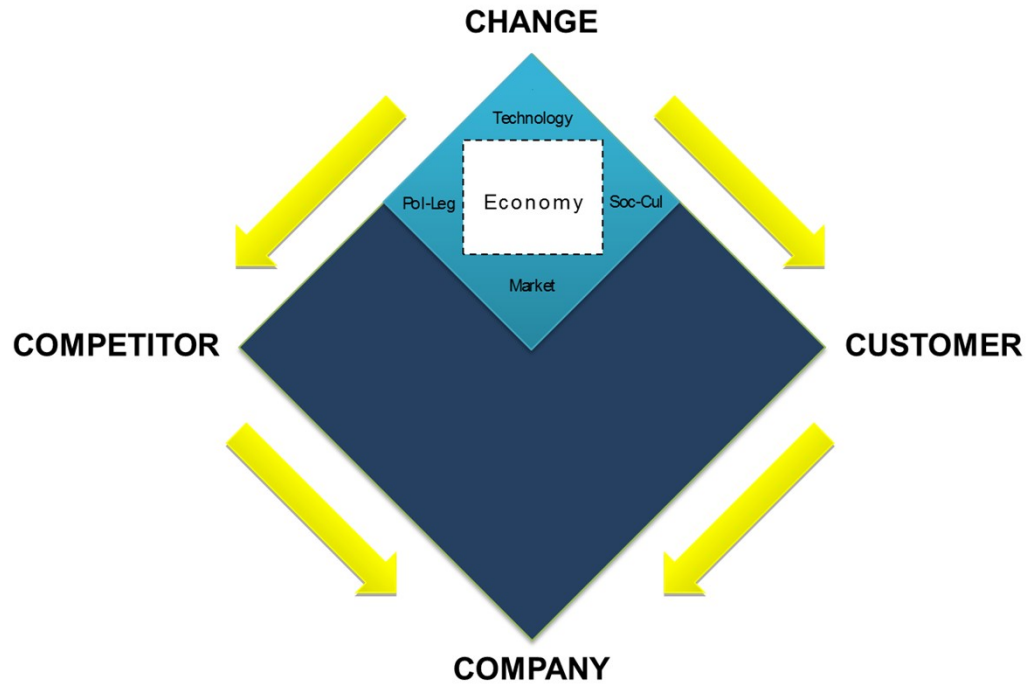


The image features a solid blue background. A thick white diagonal line starts from the bottom-left corner and extends towards the top-right, crossing the word 'WHY'. The word 'WHY' is written in a bold, white, sans-serif font, positioned horizontally across the middle of the image. The diagonal line passes through the 'W' and 'H' of the word.

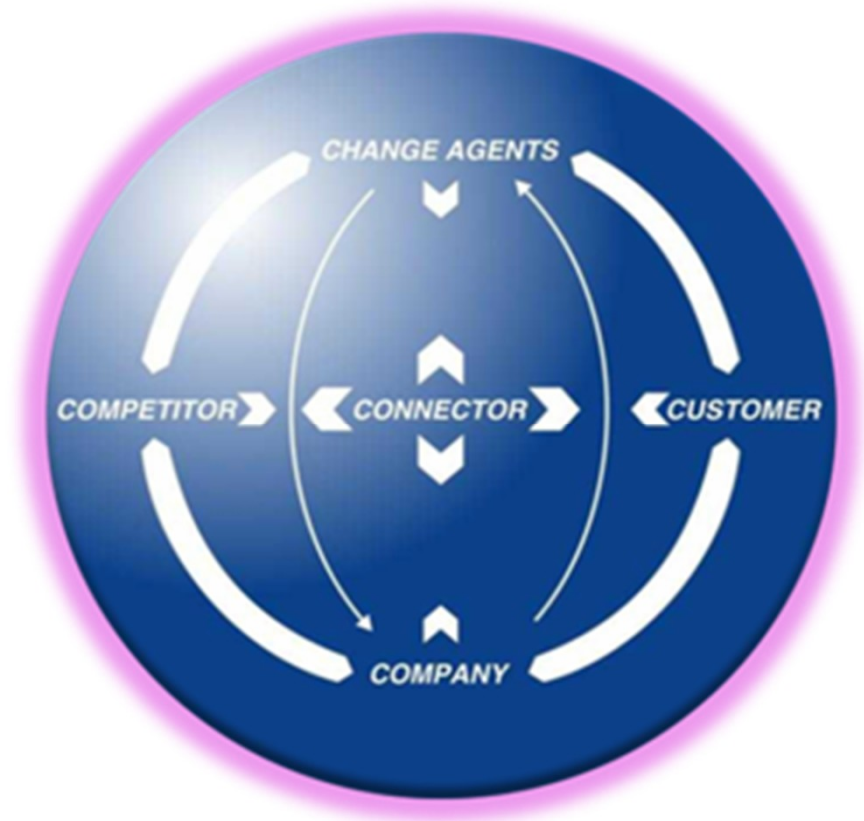
WHY

FROM 4Cs TO 5Cs

DIPLOMACY



DIPLOMAT



The image features a solid yellow background. A thick white diagonal line runs from the bottom-left corner towards the top-right corner. The word "WHAT" is written in a bold, black, sans-serif font, positioned horizontally across the middle of the image, overlapping the white diagonal line.


WHAT

MARKETING 3.0

23 LANGUAGES

From Products to
Customers to
the Human
Spirit

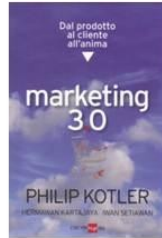
marketing
3.0



PHILIP KOTLER
HERMAWAN KARTAJAYA IWAN SETIAWAN



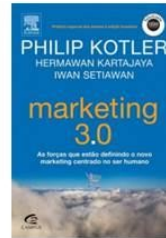
USA



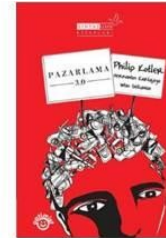
Italy



Thailand



Brazil



Turkey



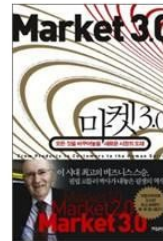
Taiwan



Norway



Indonesia



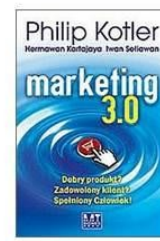
South Korea



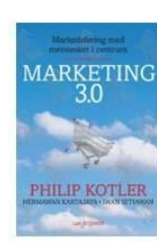
Portugal



Bulgaria



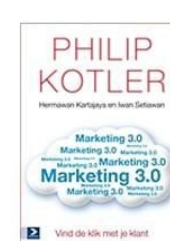
Poland



Denmark



Japan



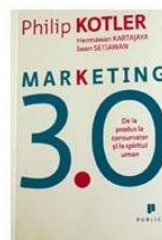
Netherlands



Greece



Germany



Romania



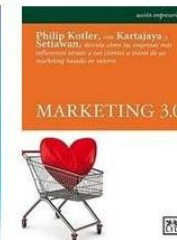
Russia



China



Finland



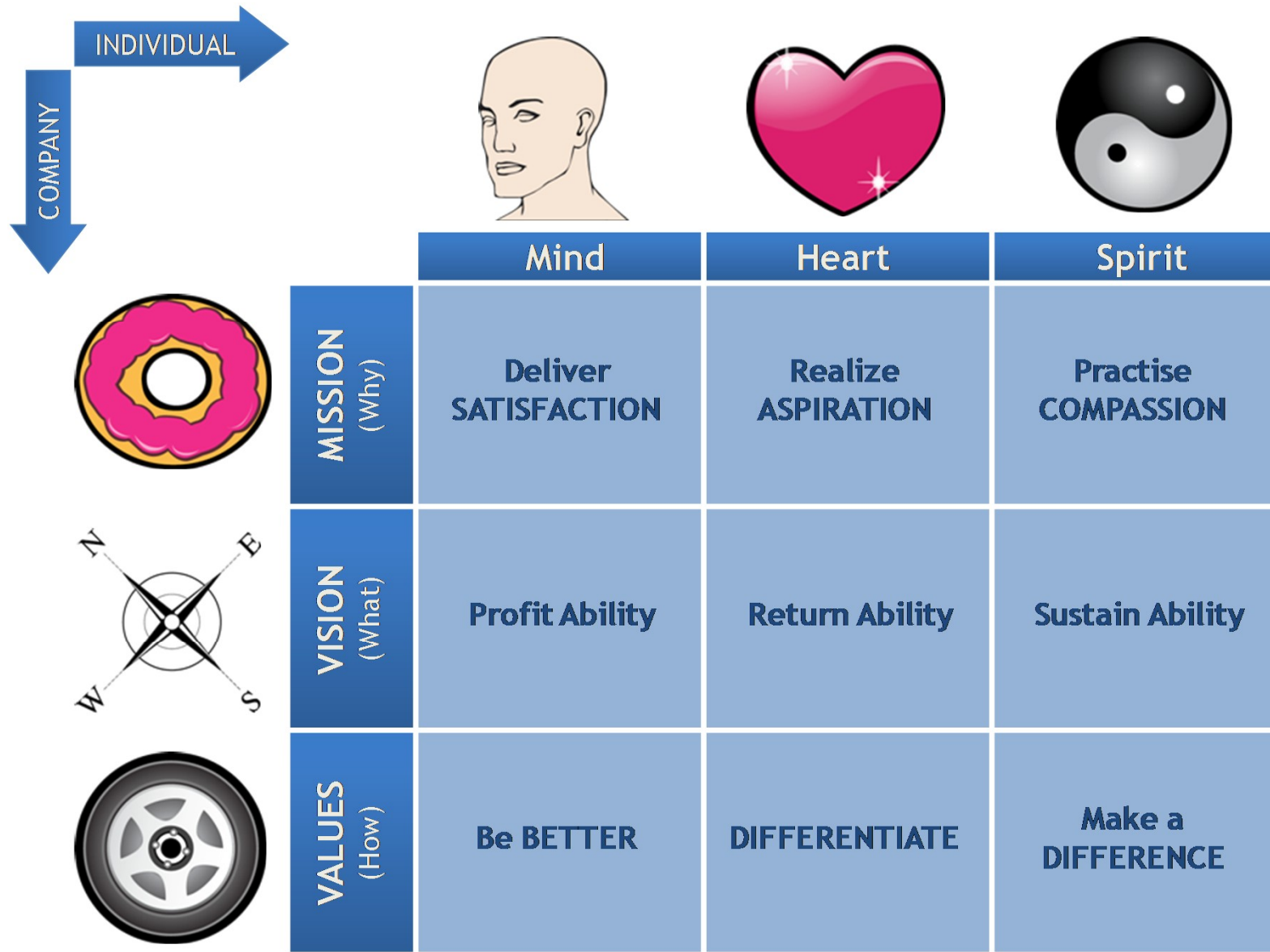
Spain



Persian

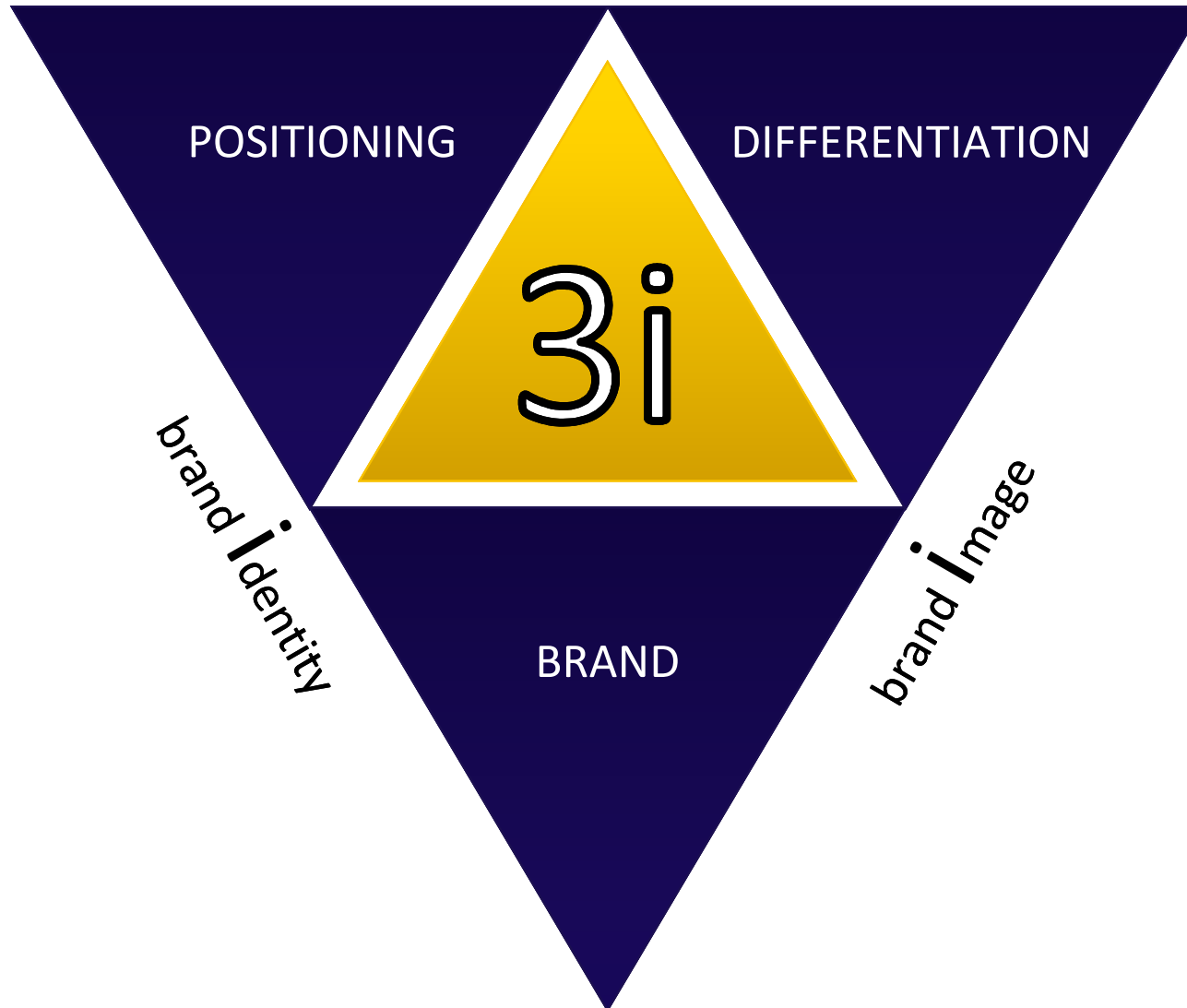
MARKETING 3.0

VALUE-BASED MATRIX



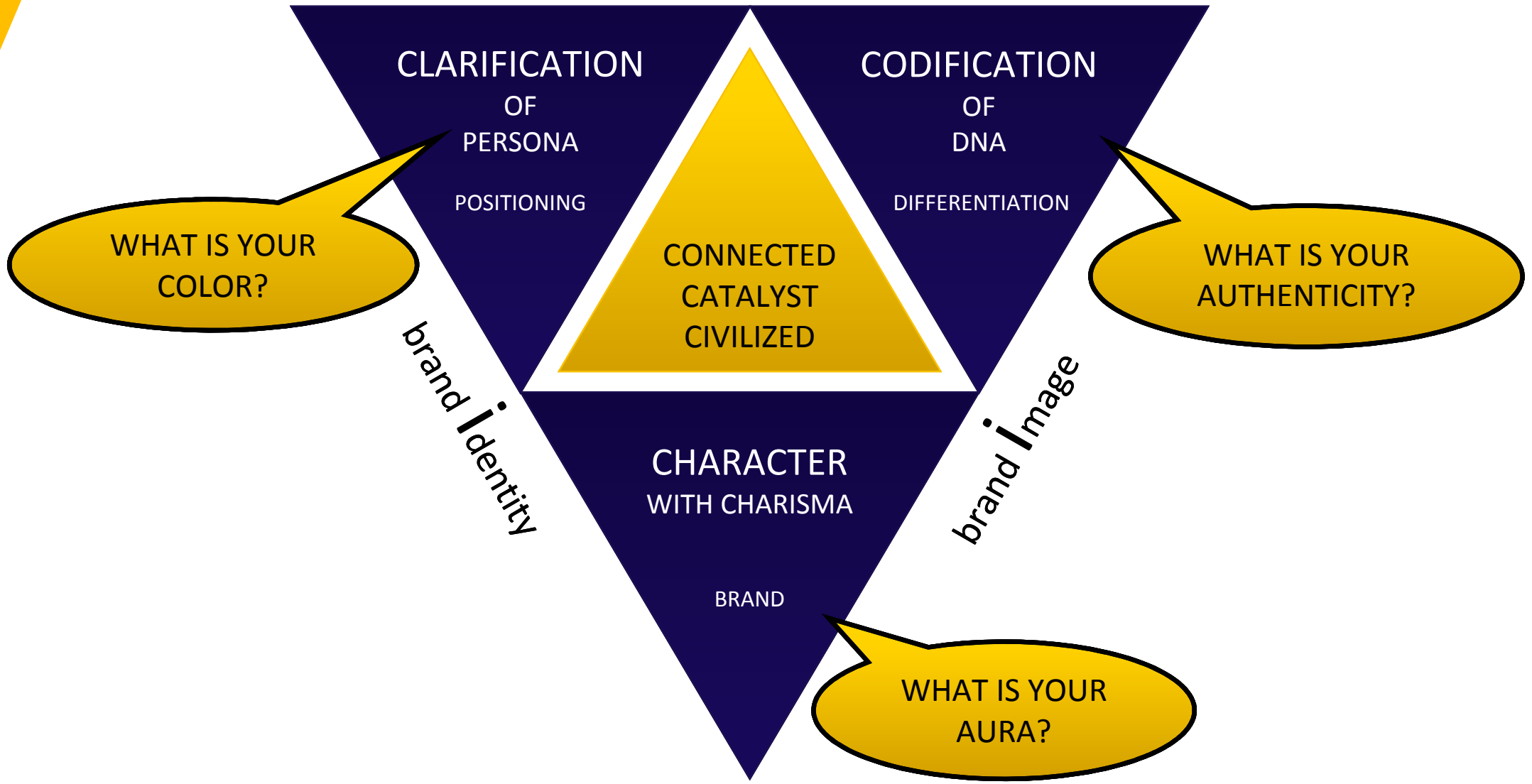


brand **i**ntegrity



THE TRANSFORMATION
TRIPLE-C

brand **i**ntegrity

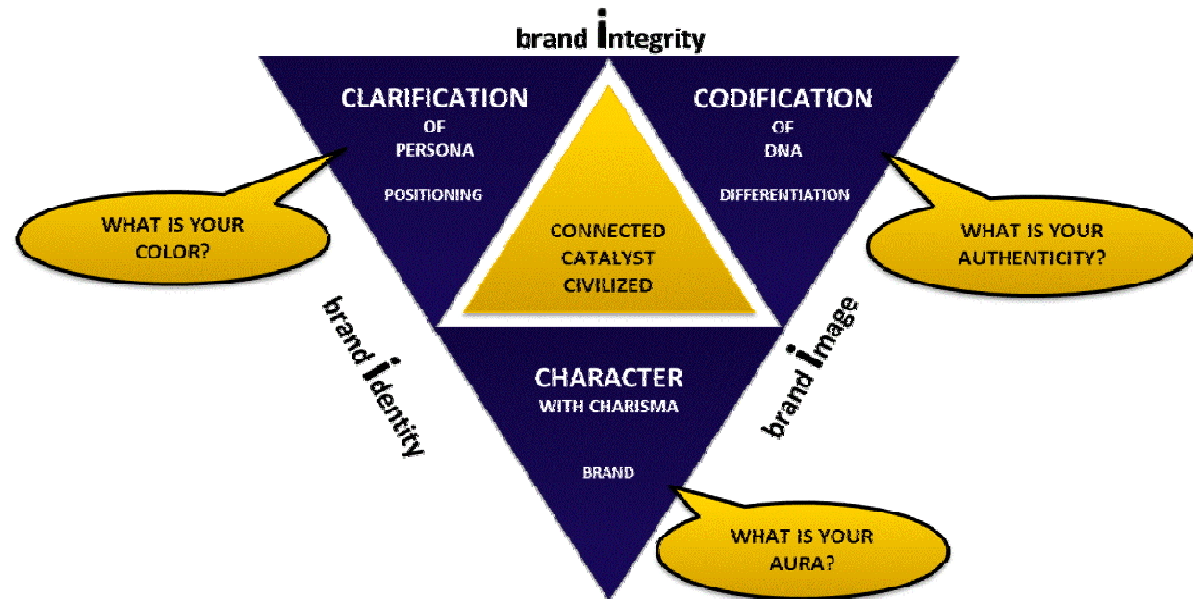


FROM PDB TO TRIPLE-C

DIPLOMACY



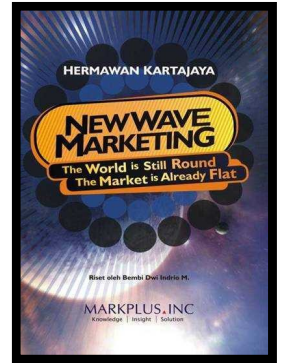
DIPLOMAT



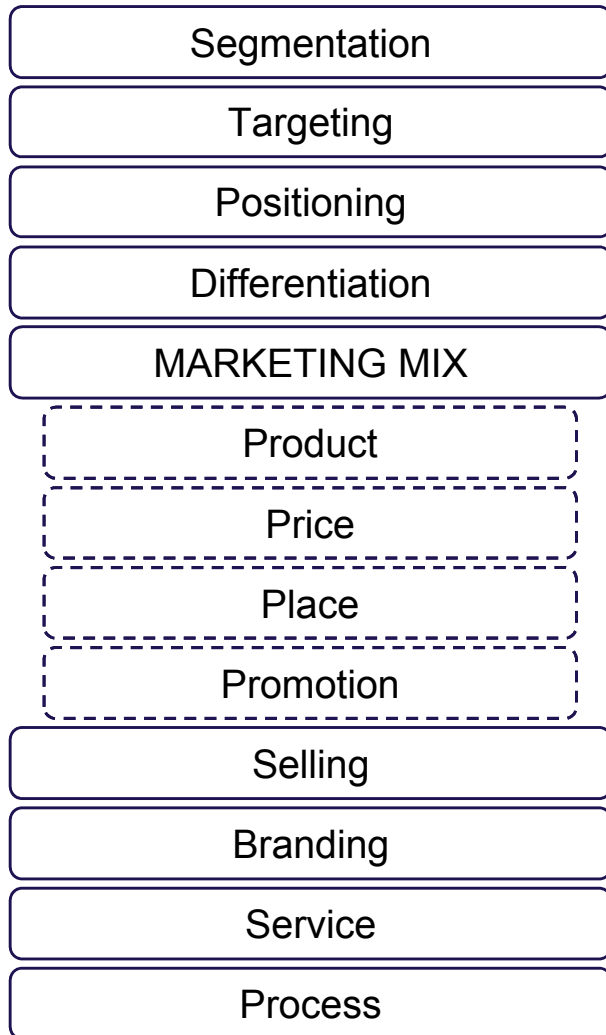
The image features a solid pink background. A thick white diagonal line runs from the bottom-left corner towards the top-right, crossing the word 'HOW'. The word 'HOW' is written in a bold, white, sans-serif font, positioned centrally across the diagonal line.

HOW

FROM 9 CORE ELEMENTS TO 12Cs



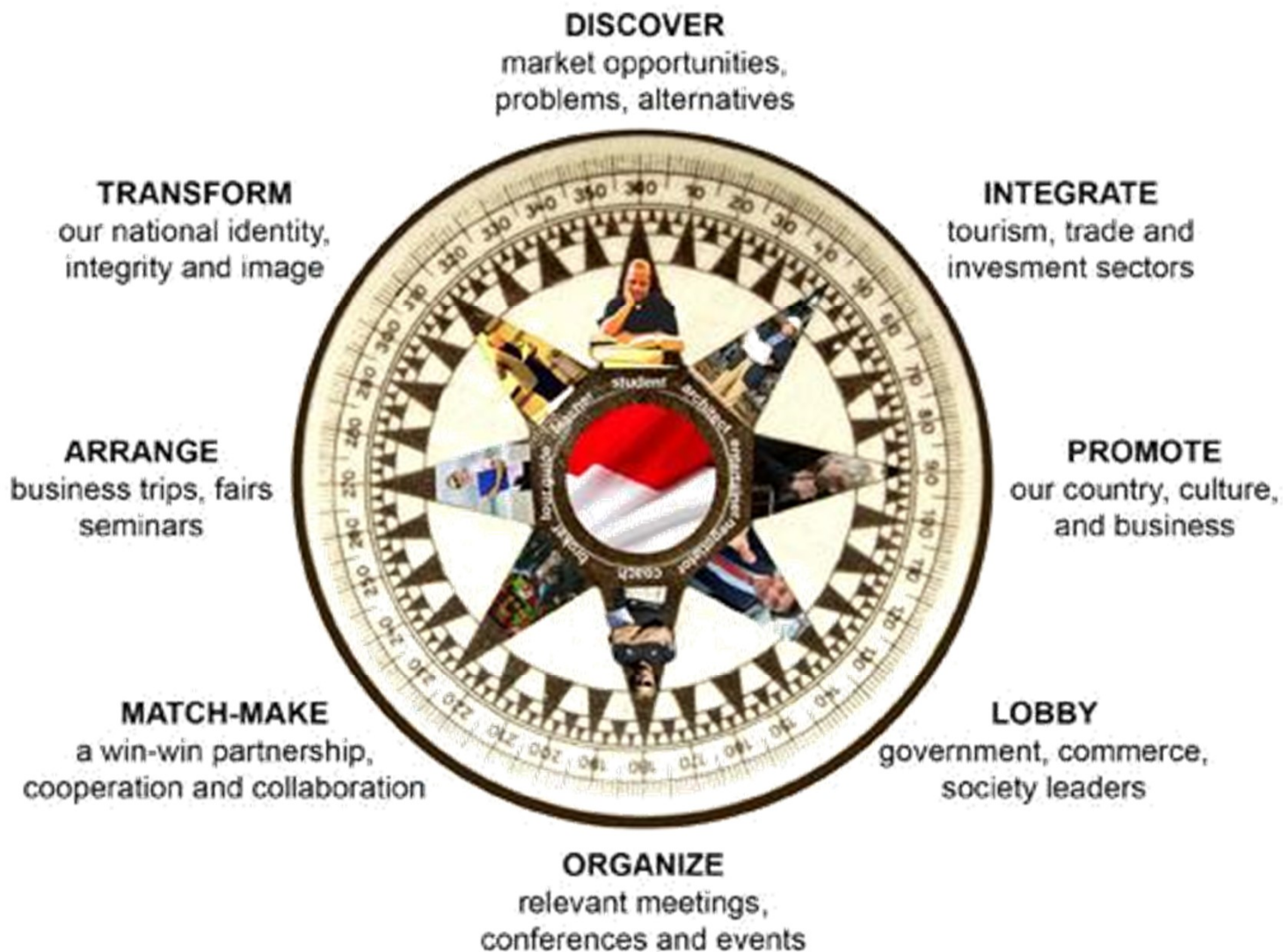
LEGACY MARKETING



NEW WAVE MARKETING



THE DIPLOMAT WHEEL





THANK YOU