

HumanEntrepreneurship

Inspired by Marketing 3.0

Hermawan Kartajaya
 Founder and Chairman of MarkPlus, Inc.
 President of ICSB Indonesia
 Co-Founder of World Marketing Community
 Founder & Patron of Asia Marketing Federation

About Hermawan Kartajaya's International Books



Our intellectual properties have been **endorsed by Philip Kotler** and acknowledged by international publishers

The latest international book, Marketing 3.0, published by John Wiley in the US in May 2010, is translated into **25 languages**

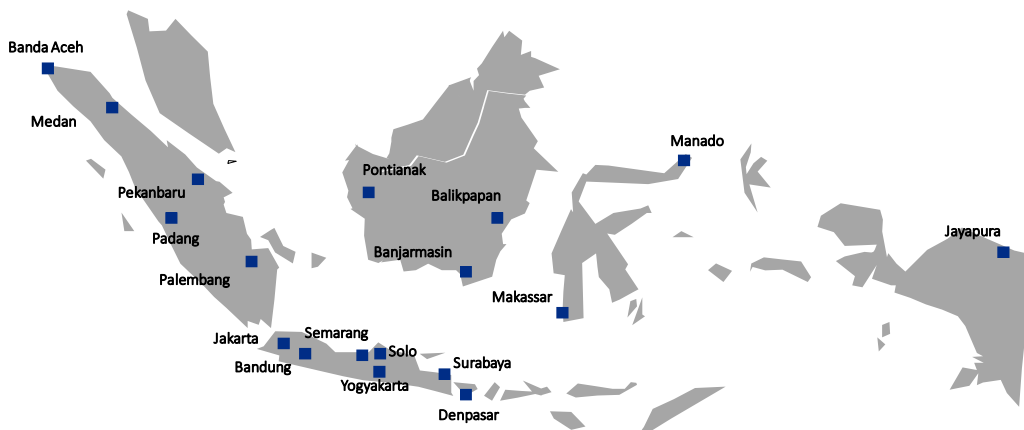
Every year, we predict trends going forward and define the **recommended marketing practices** in Indonesia

About MarkPlus, Inc. MarkPlus Business Units And Services



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Our Offices



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Preface: Jakarta Declaration of Human Entrepreneurship



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Preface: The 3rd ASIAN SME Conference @Miri



MANUEL (UMM CENTER US) HENDRA W. (MARKPLUS) STEFANIE YOE. (BILUL.COM) EDO (MARKPLUS) S. MARTONO. (YDIA) HERMAWAN K. (MARKPLUS) DEWI MOTIK. (IPAH) KI-CHAN KIM. (ICSB) CATHARINA B. (UNPAR) SARTIKA. (UNPAR) BACHTIAR S. (BINUS) ANDRIANTO (IMA) RUDY (BINUS) JACKY MUSSERY (MARKPLUS)

Preface: Seoul Declaration of Human Entrepreneurship



Co-Chairs of Humane Entrepreneurship Committee



Ted Zoller
President
USASBE



Hermawan Kartajaya
President
ICSB Indonesia



Salvatore Zecchini
OECD Working Party
On SME

WHY
Marketing 3.0

WHAT:

HOW:

Marketing 3.0 From Products to Customers to the Human Spirit



The fifth international book co-authored with Philip Kotler, Marketing 3.0, published by John Wiley in the US in May 2010, is translated into **25 languages**



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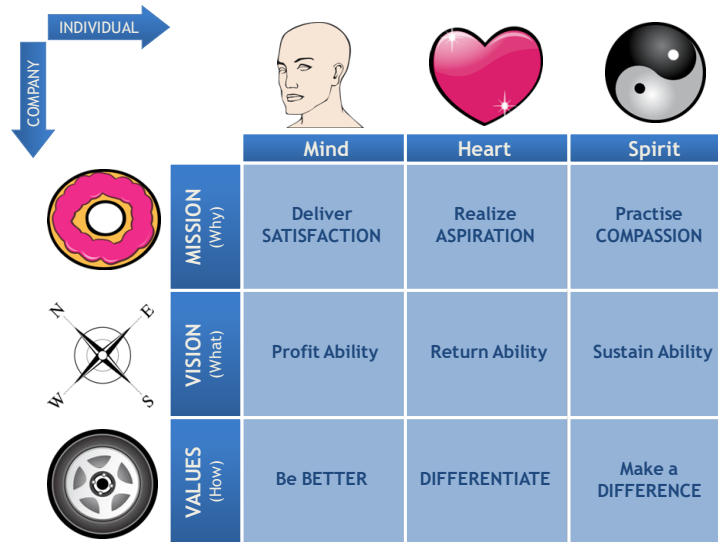
Comparison of Marketing 1.0, 2.0, and 3.0

	MARKETING 1.0 Product-centric Marketing	MARKETING 2.0 Customer-oriented Marketing	MARKETING 3.0 Values-driven Marketing
Objective	Sell products	Satisfy and retain the consumers	Make the world a better place
Enabling Forces	Industrial Revolution	Information Technology	New Wave Technology
How companies see the market	Mass Buyers with Physical Needs	Smarter Consumer with Mind and Heart	Whole Human with Mind, Heart, and Spirit
Key marketing concept	Product development	Differentiation	Values
Company marketing guidelines	Product specification	Corporate and Product Positioning	Corporate, Vision, Values
Value propositions	Functional	Functional and Emotional	Functional, Emotional, and Spiritual
Interaction with consumers	One-to-Many Transaction	One-to-One Relationship	Many-to-Many Collaboration



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Values-Based Matrix (VBM) Model



Reff: Marketing 3.0..2010. Philip Kotler, Hermawan Kartajaya, and Iwan Setiawan



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Ten Credos of Marketing 3.0

Credo #1: Love Your Customers, Respect Your Competitors

Credo #2: Be Sensitive to Change, Be Ready to Transform

Credo #3: Guard Your Name, Be Clear of Who You Are

Credo #4: Customers are Diverse; Go First to Who Can Benefit the Most from You.

Credo #5: Always Offer a Good Package at a Fair Price

Credo #6: Always Make Yourself Available, Spread the Good News

Credo #7: Get Your Customers, Keep and Grow Them

Credo #8: Whatever Your Business, It is a Service Business

Credo #9: Always Refine Your Business Process, In Terms of Quality, Cost and Delivery

Credo #10: Gather Relevant Information, But Use Wisdom in Making Your Final Decision



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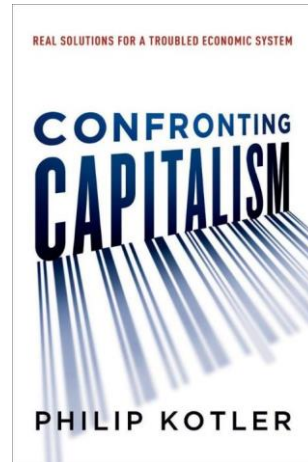
WHY:

WHAT
Entrepreneurship 3.0

HOW:



Be a Good Marketer, Great Entrepreneur - Philip Kotler -



Global Model in Entrepreneurship

1.0 Product-Centric Investment/Reinvestment



Marco Polo
Individual

Entrepreneurship Mindset

Threat

Risk-Avoider

Just do it

Opportunity

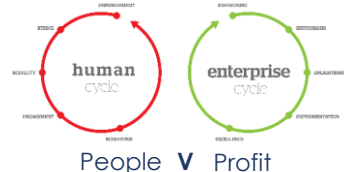
Risk-Taker

Let us do it

Global Main Concern

The World is **Round: People V Profit**

Human – Enterprise Relation



Global Model in Technopreneurship Era

2.0

Customer-Centric Productivity/Profitability



Dirk & Trudy
Regter



FORD
Company

Productivity

Effectiveness

+

Efficiency

Global Main Concern

The World is **Flat**: People + Profit

Human – Enterprise Relation



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Global Model in Sociotechnopreneurship Era

3.0

SAMSUNG

TURN ON TOMORROW



Samsung
Society

Creativity

Idea

X

Execution

Global Main Concern




The World is **Planet**: People X Profit

Human – Enterprise Relation



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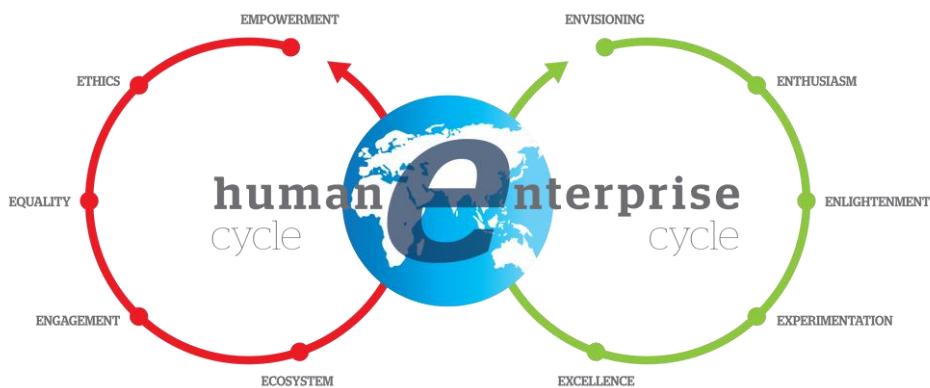
The Evolution of Entrepreneurship Model

Mindset	HEBEX Model	Human - Enterprise Relation	GLOBAL MODEL	BUSINESS FOCUS
Entrepreneurship	Investment/ Reinvestment	<p>The World is Round</p>  <p>People \vee Profit</p>	Marco Polo (Individual)	Product (1.0)
Technopreneurship	Productivity/ Profitability	<p>The World is Flat</p>  <p>People $+$ Profit</p>	Ford (Company)	Customer (2.0)
Sociotechnopreneurship	Creativity/ Opportunity	<p>The World is Planet</p>  <p>People \times Profit</p>	Samsung (Society)	Human (3.0)



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The Final Model of HumanEntrepreneurship



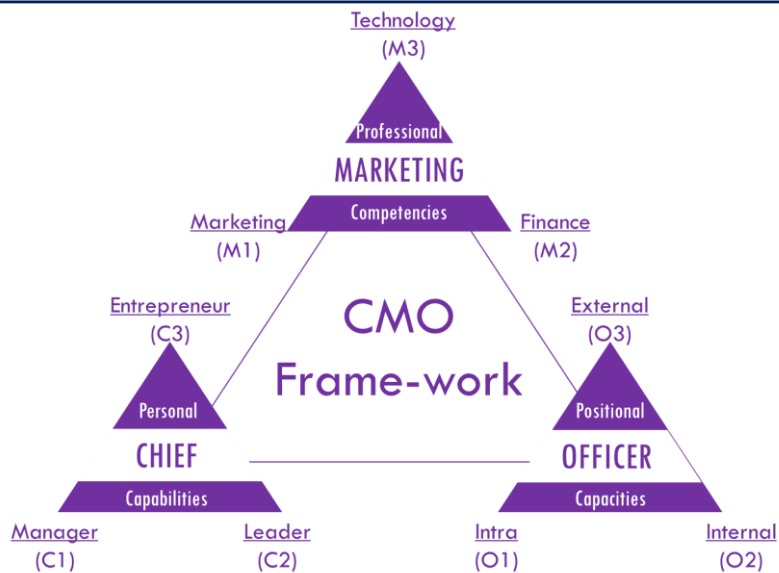
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WHY:

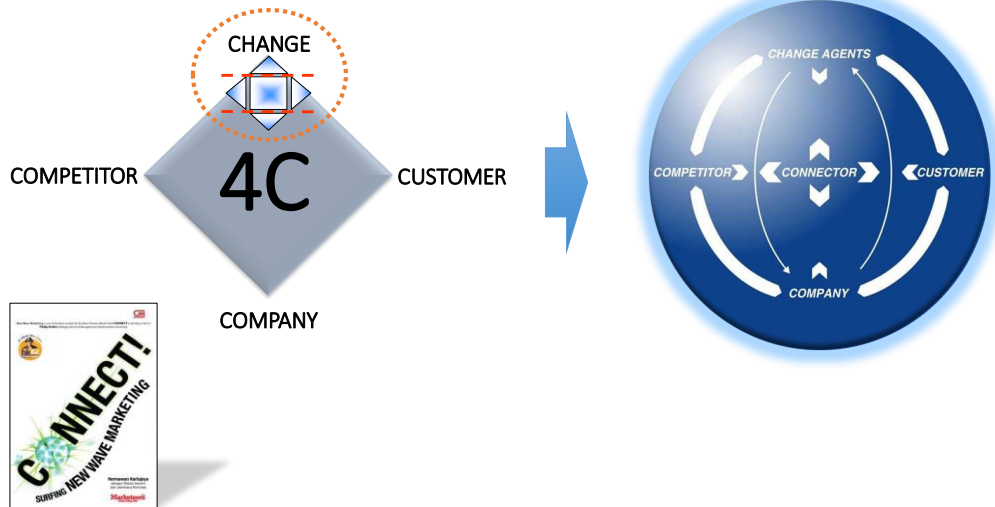
WHAT:

HOW
On Becoming
WOW "CMO"

CMO Frame-work

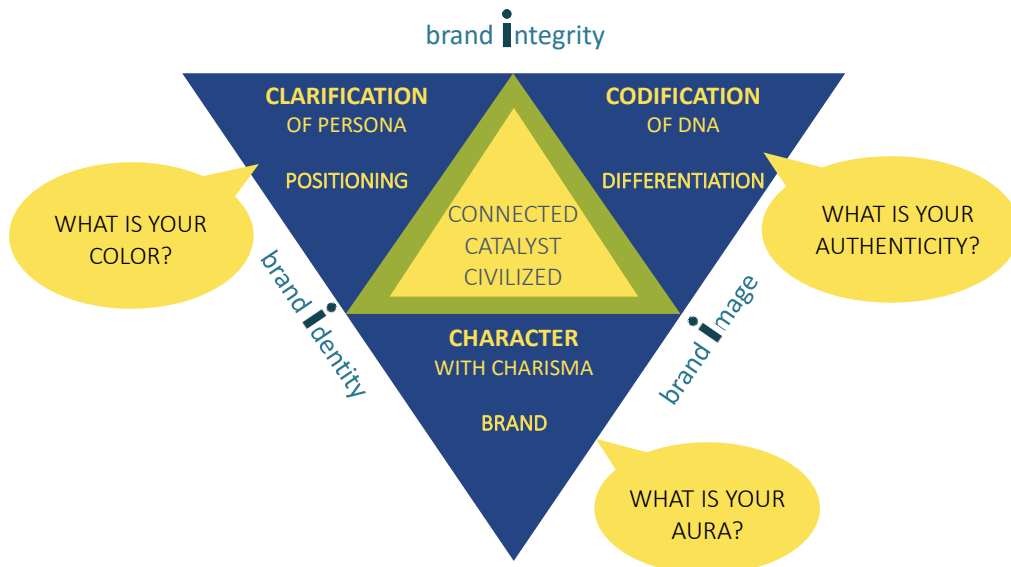


New Wave Marketing: From 4C to 5C



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New Wave Marketing: From PDB to TRIPLE-C



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New Wave Marketing: From 9 Core Elements to 12 Cs



12 – C of New Wave Marketing

