

CITIZEN 4.0

Menjejakkan Prinsip-Prinsip
Pemasaran Humanis di Era Digital

**Hermawan Kartajaya
dan Tim Redaksi Marketeers**



Penerbit PT Gramedia Pustaka Utama, Jakarta



KOMPAS GRAMEDIA

Table of Content

PREFACE	1
WHY: HK' Personal Stories	11
Chapter 1 The Three Paradoxes	13
Chapter 2 Youth, Women, dan Netizen	17
Chapter 3 The Earth Is Flat?	25
Chapter 4 Redefining Loyalty	32
Chapter 5 Human Centric Marketing for Brand Attraction	38
Chapter 6 Content Marketing for Brand Curiosity	44
Chapter 7 Omni-Channel Marketing for Brand Commitment	50
Chapter 8 Engagement Marketing for Brand Affinity	56
Chapter 9 Are You an Entrepreneur?	61
Chapter 10 When I Am Sixty Four	66
Chapter 11 The NOW Marketing!	70

Chapter 12 ASEAN, Lebih Kuat dari Uni Eropa?	75
Chapter 13 Gadis Cantik bagi Plus Three	81
Chapter 14 Plus Three di mata ASEAN	88
Chapter 15 Ubud, The Spirit of Bali	93
Chapter 16 Mike, Pembawa Keberuntungan	99
Chapter 17 Content Creator, Bukan Motivator	105
Chapter 18 Belajar Hingga ke Negeri China	109
Chapter 19 Passion Menjadi Seorang Guru	116
Chapter 20 Think ASEAN with Hooi Den Huan	121
Chapter 21 Ketua NU Cabang Katolik	128
Chapter 22 BU Harus Lebih Besar dari MN	136
Chapter 23 BUMN Harus Bermental Korporasi	143
Chapter 24 Bali, Rumah Kedua	148
Chapter 25 Kim Ki-Chan dan Humane Entrepreneurship	153
Chapter 26 Tak Hanya Uang, Tetapi juga Berdampak	159
Chapter 27 Produktif, Kreatif, dan Entrepreneurial	164
Chapter 28 Militerland VS. Silicon Valley	169
Chapter 29 Integritas, WOW Leadership, dan KPK	173
Chapter 30 Menjadi WOW!	183
WHAT: Citizen 4.0	189
Chapter 31 Citizen 4.0: The Model	191
Chapter 32 Passion for Knowledge	208
Chapter 33 Passion for Business	219
Chapter 34 Passion for Service	235
Chapter 35 Passion for People	247
Chapter 36 Citizen 4.0 for All Generations	258
HOW: Citizen 4.0 with MarkPlus Concepts	277
Chapter 37 Passion for Knowledge	279
Chapter 38 Passion for Business	324
Chapter 39 Passion for Service	345

Chapter 40 Passion for People	378
POSTFACE	406
Kata Penutup	411
Profil Penulis	416