



# Chaotics: The Business of Managing and Marketing in the Age of Turbulence

*Philip Kotler*

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## **Chaotics: The Business of Managing and Marketing in the Age of Turbulence** Philip Kotler

We have entered into an entirely new era, an age of increasingly frequent and intense periods of turbulence in the global economy. Unlike past recessions, today's crises have precipitated a need for businesses to develop a new mindset, one that takes into account intermittent periods of disturbance, allowing them to thrive while under the constant threat of chaos. Complete with metrics and measurements, "Chaotics" outlines a powerful new system for managing waves of uncertainty affecting customers, employees, and other stakeholders. In this climate of increased turbulence, no organization can survive with less.

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