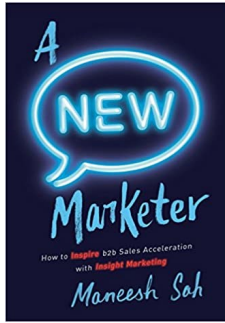


Book Information



A NEW MARKETER

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Synopsis:

It's no secret we live in a world of intense competition to win new business, retain clients and grow revenues. Because of this cut-throat environment, a new shift in the world of marketing is happening right now.

The marketers and brands who adapt to this changing environment will survive and thrive. But those who fail to recognize this new shift and continue relying on outdated strategies like "increasing brand awareness" will wither away into obscurity.

Built on the "3I" Framework, this book teaches you a simple system for adapting to this New Shift in marketing so you can reach more people, build new raving fans, sell more product and explode your bottom line.

Affiliation:

List of Awards:

Marketing Notes: You will discover step by step how to:

1. Inspire With Insights: Drive real engagement with real customers by leveraging "Insight Marketing" Strategies — which work on both warm and cold prospects alike.
2. Incite New Conversations: Use new campaign channels and tools to amplify the reach of your content — start and track new conversations, leading to more leads and more sales.
3. Cultivate Activist Marketers: Understand the distinct difference between ineffective marketers and Activist Marketers, and how to build your team focused on growth — not brand awareness. And much, much more.

If you are a marketer struggling to stand out in the endless sea of indistinguishable, me-too brands, this book is a must-read guide. Scroll up to the top and buy it now.

You'll impress your CEO and top management!