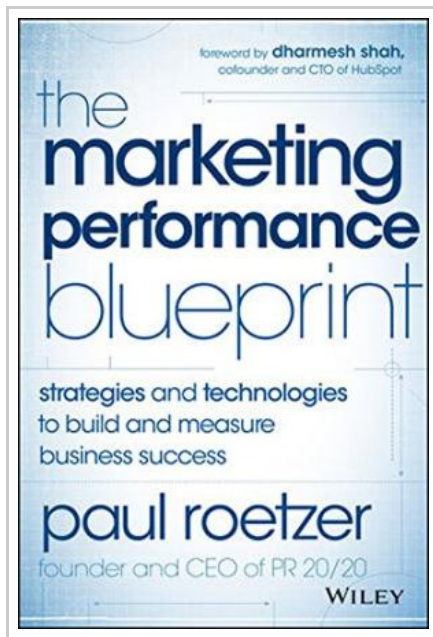




The Marketing Performance Blueprint: Strategies and Technologies to Build and Measure Business Success (Hardback)

By Paul Roetzer

John Wiley Sons Inc, United States, 2014. Hardback. Book Condition: New. 1. Auflage. 232 x 152 mm. Language: English . Brand New Book. Discover what's possible when the art and science of marketing collide The Marketing Performance Blueprint is an actionable and innovative guide to unlocking your potential as a marketer and accelerating success for your business. With an eye toward the marketing industry's rapid evolution, this book focuses on the processes, technologies, and strategies that are redefining the marketing environment. Step by step, you will learn how to build performance-driven organizations that exceed ROI expectations and outpace the competition. Companies are demanding a more technical, scientific approach to marketing, and this guide provides the key information that helps marketing professionals choose the right tools and recruit the right talent to more effectively build brand, generate leads, convert sales, and increase customer loyalty. Marketers are facing increased pressure to connect every dollar spent to bottom-line results. As the industry advances, the tremendous gaps in talent, technology, and strategy leave many professionals underprepared and underperforming. The Marketing Performance Blueprint helps bridge those gaps: * Align marketing talent, technology, and strategy to reach performance goals * Drive digital marketing transformation...

Reviews

Most of these publication is the perfect ebook accessible. It is amongst the most awesome publication i have got read through. You wont truly feel monotony at whenever you want of the time (that's what catalogs are for regarding in the event you request me).

-- **Prof. Edgar Kshlerin**

It is easy in study safer to comprehend. It can be writter in basic phrases and never confusing. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Emmitt Harber**