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Hacking Marketing

By Scott Brinker

Wiley. Hardcover. Condition: New. 240 pages. Marketing as a discipline has been thoroughly disrupted by digital technologies. The speed of rapidly changing markets demands agile management practices. Delivering a cohesive buyers journey across multiple channels web, email, social, mobile is a challenge of user experience (UX) design. The shift from producing a few big campaigns to operating a constant stream of marketing touchpoints is analogous to continuous deployment models pioneered by cloud-based services. Quickly experimenting with new marketing ideas on a small scale is like prototyping and beta testing. Hacking Marketing draws upon some of the most successful ideas from software management and tech start-up culture and adapts them for marketing leadership in a digital world. No technical background is required this is not a technical book. It is a general business book that teaches non-technical marketers a new set of concepts and frameworks that they can use to master marketing in an age where everything is now powered by software and shaped by the dynamics of technology. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Hardcover.

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