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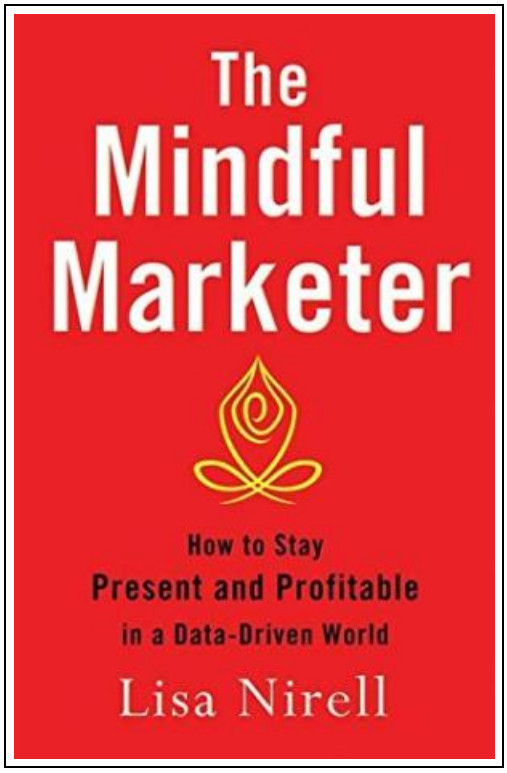

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THE MINDFUL MARKETER HOW TO STAY PRESENT AND PROFITABLE IN A DATA-DRIVEN WORLD

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Palgrave Macmillan. Hardcover. Condition: New. 240 pages. Dimensions: 9.6in. x 6.2in. x 0.9in.Todays marketers face a perilous journey. Thanks to new buyer dynamics, a boardroom-level obsession with marketing ROI, and big data driven decision making tools, the rules have shifted beneath everyones feet, leaving many dizzily wondering how to keep pace. Modern marketing leaders are expected to be tech savvy, data-driven brand ambassadors on the vanguard of change. But as marketing demands and workloads continue to evolve at the speed of sound, it becomes more difficult to stop, breathe, and reflect mindfully on future opportunities and daily decisions. As marketing leaders look for ways to evolve from order takers to market makers, the more contextual, intuitive, and innovative dimensions of marketing play an even greater role than before. Lisa Nirells The Mindful Marketer is a 3-part playbook for thriving in the new world of modern marketing. An industry veteran who has helped companies like Microsoft, Blackboard, Adobe, Bozzuto, and Oracle accelerate growth and build customer mindshare, Lisa has discovered the middle path between mindfulness and market acceleration. Through case studies and engaging personal stories, Lisa offers surprising insights into the opportunities and possible pitfalls presented by modern marketing. Among other things, The Mindful Marketer examines how constant connectedness and multi-tasking can contribute to lower productivity, reduced brand repute, executive-level misalignment, and big data investment black holes. By applying Pan-Asian principles, Lisa points the way towards a revolutionary middle path a powerful nexus between data-fueled, analytical thinking and creative, immensely human approaches to marketing. Staying present, Lisa asserts, is the best way to stay ahead of the curve. The Mindful Marketer lays the groundwork for any leader who wants to deepen relationships with their peers in the C-suite, drive more demand, optimize the power and potential of digital marketing, attract more...

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