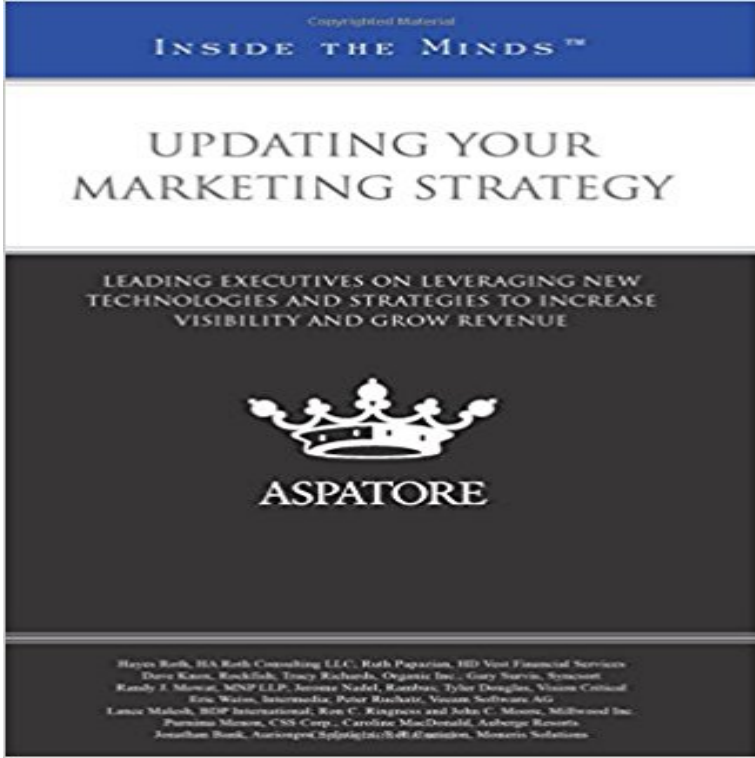


Updating Your Marketing Strategy: Leading Executives on Leveraging New Technologies and Strategies to Increase Visibility and Grow Revenue (Inside the Minds)



Updating Your Marketing Strategy provides an authoritative, insiders perspective on keeping your marketing department abreast of new trends and technologies while remaining focused on proven business tactics. Featuring marketing executives from leading companies across the country, this book addresses essential topics, such as effectively identifying your target customers and adjusting your message accordingly, learning which technologies and mediums make the most sense for your company, and recognizing which trends are worth pursuing and which are not. From honing in on your central selling proposition to identifying long-term growth strategies that will outlive fads, these executives share their insights on the factors most important to marketing success. Additionally, these authors discuss the key challenges of marketing today, such as utilizing metrics to track marketing campaigns in real time, making adjustments midstream, and keeping employees engaged with rapidly shifting strategies, and give suggestions for handling these difficulties based on their experiences. The different niches represented and the breadth of perspectives presented enable readers to get inside some of the leading marketing minds today, as these top executives offer their thoughts on creating a marketing strategy that evolves with todays best practices, yet is built upon a strong, brand-focused foundation.

Inside the Minds provides readers with proven business and legal intelligence from leading C-Level executives and lawyers. Each chapter offers thought

leadership and expert analysis on an industry, profession, or topic, providing a future-oriented perspective and proven strategies for success. Each author has been selected based on their experience and C-Level standing within the business and legal communities.

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