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



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...

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- Authored by Lisa Nirell
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