The B2b Executive Playbook The Ultimate Weapon For Achieving Sustainable Predictable And Profitable Growth


This guide shows sales and marketing executive how to revamp their sales and marketing model and fully integrate the most effective and proven new technologies in order to meet the increasing revenue and margin demands. This guide shows sales and marketing executive how to revamp their sales and marketing model and fully integrate the most effective and proven new technologies in order to meet the increasing revenue and margin demands.

Learning social media’s specific application to B2B is an indispensable guide for executives looking to take their firms to the next stage of profitable growth. Rethink your business for the digital age. Every business begun before the Internet now faces the same challenge: How to adapt to the digital age. It is an indispensable guide for executives looking to take their firms to the next stage of profitable growth.

This book is written for the B2B marketing executive who is responsible for answering the question “What are you going to do in order to not just survive, but thrive?” The CEO’s Digital Marketing Playbook is the definitive playbook and crash course for both the baseline and advanced digital marketing practitioner. The book is divided into four parts: The Marketing Model, The Digital Marketing Playbook, The Digital Marketing Playbook: The Ultimate Weapon for Achieving Sustainable, Predictable and Profitable Growth, and The Digital Marketing Playbook: The Ultimate Weapon for Achieving Sustainable, Predictable and Profitable Growth.