



## The Agile Marketer: Turning Customer Experience into Your Competitive Advantage (Hardback)

By Roland Smart

John Wiley Sons Inc, United States, 2016. Hardback. Book Condition: New. 1. Auflage. 236 x 161 mm. Language: English . Brand New Book. The marketer s guide to modernizing platforms and practices Marketing in the digital era is a whole new game: it s fundamentally about competing on the customer experience. Marketers must integrate a complex set of technologies to capture the customer s digital body language--and thereby deliver the right experiences, at the right times, via the right channels. This approach represents a formidable technological and practical challenge that few marketers have experience with. The methods that enable marketers to meet this challenge are emerging from an unexpected place: the world of software development. The Agile methodologies that once revolutionized software development are now revolutionizing marketing. Agile provides the foundation for alignment between the marketing and product management sides. It can unleash a whole array of new marketing opportunities for growth hacking as well as for baking marketing directly into your products or services. Beyond that, as a discipline it can serve as a bridge to strategic alignment, positioning the chief marketing officer alongside the chief product officer as the two primary drivers of the business. Written by a...



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