



Momentum: How to Propel Your Marketing and Transform Your Brand in the Digital Age (Hardback)

By Shama Hyder, Shama Hyder Kabani

BENBELLA BOOKS, United States, 2016. Hardback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book. Searching for clarity amidst the chaos of digital marketing--plus better ROI? Today s online ecosystem can be summed up in one word: overwhelming. With new social media platforms popping up all the time and new technologies disrupting even the most reliable marketing strategies, business and nonprofit leaders and marketers are faced with the challenge of getting ahead in an environment that makes it seem impossible to keep up. Momentum: How to Propel Your Marketing and Transform Your Brand in the Digital Age will help you figure out what s important and what can safely be set aside. No matter your industry, if want to gain momentum for your marketing efforts--along with the just rewards--Momentum is the resource you ve been waiting for. Based on her experience as CEO of The Marketing Zen Group and her work with clients ranging from small businesses to Fortune 500 companies, Shama Hyder cuts through the complexity and explains the five essential principles required to develop a successful marketing plan that will withstand the digital world s constant changes and result in real ROI: agility through...



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