

Chief Marketing And Digital Officer

chief marketing and digital officer: Chief Marketing Officers at Work Josh Steimle, 2016-08-04 Read 29 in-depth, candid interviews with people holding the top marketing roles within their organizations. Interviewees include CMOs and other top marketers from established companies and organizations—such as Linda Boff of GE, Jeff Jones of Target, and Kenny Brian of the Harvard Business School—to startups—such as Matt Price of Zendesk, Seth Farbman of Spotify, and Heather Zynczak of Domo. Interviewer Josh Steimle (contributor to business publications such as Forbes, Mashable, and TechCrunch and founder of an international marketing agency) elicits a bounty of biographical anecdotes, professional insights, and career advice from each of the prominent marketers profiled in this book. *Chief Marketing Officers at Work*: Tells how CMOs and other top marketers from leading corporations, nonprofits, government entities, and startups got to where they are today, what their jobs entail, and the skills they use to thrive in their roles. Shows how top marketing executives continuously adapt to changes in technology, language, and culture that have an impact on their jobs. Locates where the boundaries between role of CMOs and the roles of CEOs, CTOs, and COOs are blurring. Explores how the CMO decisions are now driven by data rather than gut feelings. The current realities in marketing are clearly revealed in this book as interviewees discuss the challenges of their jobs and share their visions and techniques for breaking down silos, working with other departments, and following the data. These no-holds-barred interviews will be of great interest to all those who interact with marketing departments, including other C-level executives, managers, and other professionals at any level within the organization.

chief marketing and digital officer: Driving Digital Strategy Sunil Gupta, 2018-07-24 Digital transformation is no longer news--it's a necessity. Despite the widespread threat of disruption, many large companies in traditional industries have succeeded at digitizing their businesses in truly transformative ways. The New York Times, formerly a bastion of traditional media, has created a thriving digital product behind a carefully designed paywall. Best Buy has transformed its business in the face of Amazon's threat. John Deere has formed a data-analysis arm to complement its farm-equipment business. And Goldman Sachs and many others are using digital technologies to reimagine their businesses. In *Driving Digital Strategy*, Harvard Business School professor Sunil Gupta provides an actionable framework for following their lead. For over a decade, Gupta has studied digital transformation at Fortune 500 companies. He knows what works and what doesn't. Merely dabbling in digital or launching a small independent unit, which many companies do, will not bring success. Instead you need to fundamentally change the core of your business and ensure that your digital strategy touches all aspects of your organization: your business model, value chain, customer relationships, and company culture. Gupta covers each aspect in vivid detail while providing navigation tips and best practices along the way. Filled with rich and illuminating case studies of companies at the forefront of digital transformation, *Driving Digital Strategy* is the comprehensive guide you need to take full advantage of the limitless opportunities the digital age provides.

chief marketing and digital officer: Why Should Anyone Be Led by You? Robert Goffee, Gareth Jones, 2006-02-07 Too many companies are managed not by leaders, but by mere role players and faceless bureaucrats. What does it take to be a real leader—one who is confident in who she is and what she stands for, and who truly inspires people to achieve extraordinary results? Rob Goffee and Gareth Jones argue that leaders don't become great by aspiring to a list of universal character traits. Rather, effective leaders are authentic: they deploy individual strengths to engage followers' hearts, minds, and souls. They are skillful at consistently being themselves, even as they alter their behaviors to respond effectively in changing contexts. In this lively and practical book, Goffee and Jones draw from extensive research to reveal how to hone and deploy one's unique

leadership assets while managing the inherent tensions at the heart of successful leadership: showing emotion and withholding it, getting close to followers while keeping distance, and maintaining individuality while “conforming enough.” Underscoring the social nature of leadership, the book also explores how leaders can remain attuned to the needs and expectations of followers. *Why Should Anyone Be Led By You?* will forever change how we view, develop, and practice the art of leadership, wherever we live and work.

chief marketing and digital officer: Quantum Marketing Raja Rajamannar, 2021-02-09
Raja Rajamannar, Chief Marketing Officer of Mastercard, shares breakthrough, frontier strategies to navigate the challenges that result from today’s unprecedented disruption. As technology has continually evolved in the last several decades, marketing has had to change with it, evolving through four significant stages that build on the strategies and tools of the previous era. What happens next in the fifth stage, or Fifth Paradigm, will not be an evolution, but a revolution. Almost everything about how marketing is done today, including the very notion of a brand itself, will require a complete re-imagination. As Chief Marketing Officer of Mastercard, one of the world’s most recognizable and decorated brands, Raja Rajamannar shares the forward-thinking ways all businesses must rethink their entire marketing landscape to remain relevant and be successful. In *Quantum Marketing*, readers will: Understand the evolution of marketing and how to be at the forefront of future change. Get clarity on the right marketing strategies and tactics to pursue amidst an ever-evolving industry. Achieve breakthroughs in innovative thinking to compete in modern business. Gain perspective from top marketers across industries. *Quantum Marketing* is for all business people who seek to understand how rapidly marketing is evolving, what marketers are doing to get ready for this shift, and what the new world will look like for companies, consumers, and society as the race to develop revolutionary marketing strategies reaches a whole new level.

chief marketing and digital officer: Marketing for Ceos Ben Legg, 2016-04-11
Adknowledge Group CEO Ben Legg, a veteran of McKinsey, Coca-Cola and Google and one of the sharpest, most innovative minds in digital marketing, delivers a smart, irreverent manifesto sure to put the fear of God into most Chief Marketing Officers! *Marketing for CEOs* may be compact in length, but it's long on ideas and informed opinions about what works and doesn't work in today's digital marketing world. What works: Directly linking marketing activities to the creation of shareholder value, customer lifetime value, an iterative creative process where lots of ultra-targeted ads are created and tested in real time, systematically ferreting out inefficiency, testing your CMO to see if he or she has the digital marketing chops to get the job done. What doesn't work: Most CMOs, CEOs who ignore their role as brand stewards, using customer data in ways that are creepy or invasive, and CMO/ Chief Information Officer turf wars, among other things. *Marketing for CEOs* is packed with insights from one of the leading intellects in the ever-changing world of digital marketing and branding. Whether you're in the C-suite or just aspire to be one day, if you want to know how the digital marketing revolution will shape the future, read this book. If you want to know how to run a lean marketing operation that runs smoothly and outsources wisely, read this book. If you want to know how to hire the perfect CMO for your organization-or if the one you have is actually pretty good-start reading. And if you're a Chief Marketing Officer, read it before your CEO does. The job you save might be your own.

chief marketing and digital officer: Hacking Marketing Scott Brinker, 2016-03-02
Apply software-inspired management concepts to accelerate modern marketing In many ways, modern marketing has more in common with the software profession than it does with classic marketing management. As surprising as that may sound, it's the natural result of the world going digital. Marketing must move faster, adapt more quickly to market feedback, and manage an increasingly complex set of customer experience touchpoints. All of these challenges are shaped by the dynamics of software—from the growing number of technologies in our own organizations to the global forces of the Internet at large. But you can turn that to your advantage. And you don't need to be technical to do it. *Hacking Marketing* will show you how to conquer those challenges by adapting successful management frameworks from the software industry to the practice of marketing for any business in

a digital world. You'll learn about agile and lean management methodologies, innovation techniques used by high-growth technology companies that any organization can apply, pragmatic approaches for scaling up marketing in a fragmented and constantly shifting environment, and strategies to unleash the full potential of talent in a digital age. Marketing responsibilities and tactics have changed dramatically over the past decade. This book now updates marketing management to better serve this rapidly evolving discipline. Increase the tempo of marketing's responsiveness without chaos or burnout Design continuous marketing programs and campaigns that constantly evolve Drive growth with more marketing experiments while actually reducing risk Architect marketing capabilities in layers to better scale and adapt to change Balance strategic focus with the ability to harness emergent opportunities As a marketer and a manager, Hacking Marketing will expand your mental models for how to lead marketing in a digital world where everything—including marketing—flows with the speed and adaptability of software.

chief marketing and digital officer: Positioning for Advantage Kimberly A. Whitler, 2021-09-07 Most of us have an intuitive sense of superior branding. We prefer to purchase brands we find distinctive—that deliver on some important, relevant dimension better than other brands. These brands have typically achieved positional advantage. Yet few professionals have had the formal training that goes beyond marketing theory to bridge the “theory-doing gap”—understanding the specific techniques and strategies that can be used to create brands that attain positional advantage in the marketplace. Positioning for Advantage is a comprehensive how-to guide for creating, building, and executing effective brand strategies. Kimberly A. Whitler identifies essential marketing strategy techniques and moves through the major stages of positioning a brand to achieve in-market advantage. Introducing seven tools—from strategic positioning concepts to strategy mapping to influencer maps—Whitler provides templates, frameworks, and step-by-step processes to build and manage growth brands that achieve positional advantage. This book presents real-world scenarios, helping readers activate tools to increase skill in creating brands that achieve positional advantage. Brimming with insights for students and professionals alike, Positioning for Advantage helps aspiring C-level leaders understand not only what superior branding looks like but also how to make it come to life.

chief marketing and digital officer: Strategy That Works Paul Leinwand, Cesare R. Mainardi, 2016-01-12 How to close the gap between strategy and execution Two-thirds of executives say their organizations don't have the capabilities to support their strategy. In Strategy That Works, Paul Leinwand and Cesare Mainardi explain why. They identify conventional business practices that unintentionally create a gap between strategy and execution. And they show how some of the best companies in the world consistently leap ahead of their competitors. Based on new research, the authors reveal five practices for connecting strategy and execution used by highly successful enterprises such as IKEA, Natura, Danaher, Haier, and Lego. These companies:

- Commit to what they do best instead of chasing multiple opportunities
- Build their own unique winning capabilities instead of copying others
- Put their culture to work instead of struggling to change it
- Invest where it matters instead of going lean across the board
- Shape the future instead of reacting to it

Packed with tools you can use for building these five practices into your organization and supported by in-depth profiles of companies that are known for making their strategy work, this is your guide for reconnecting strategy to execution.

chief marketing and digital officer: Digital Relevance A. Albee, 2018-11-02 Digital Relevance teaches readers the knowledge, strategies, and skills need to create content, instantly engage customers, and compel them to action by sharing ideas so seamlessly matched to each audience's context that they can't help but take next steps toward purchase.

chief marketing and digital officer: CMO to CRO Mike Geller, Rolly Keenan, Brandi Starr, 2021-05-04 As your company's chief marketing officer, you're responsible for your organization's growth and reputation-but you don't have enough control. Your organization works in departmental silos, functional leaders pushing their own solutions and feeling satisfied with functional KPIs. But the kind of exponential growth that creates unstoppable momentum requires your customer-facing

departments to fight for the customer instead of their own departmental wins. You're not the only one who notices-but you are the only one in the perfect position to do something about it. Discover how to reach your potential and stand out as more than a marketing professional. In CMO to CRO, industry experts Brandi Starr, Mike Geller, and Rolly Keenan show you how to bring revenue to the forefront and make every team's number one objective a seamless customer experience. You'll learn how to create consistency by reorganizing your business, following the customer, prioritizing revenue, and using CX technology to succeed where your competition fails. This book presents a revolutionary approach to not only unite the silos but position you as an innovative leader and finally uncover what CX is really about: revenue growth.

chief marketing and digital officer: Lean AI Lomit Patel, 2020-01-30 How can startups successfully scale customer acquisition and revenue growth with a Lean team? Out-of-the-box acquisition solutions from Facebook, Google, and others provide a good start, but the companies that can tailor those solutions to meet their specific needs, objectives, and goals will come out winners. But that hasn't been an easy task—until now. With this practical book, author Lomit Patel shows you how to use AI and automation to provide an operational layer atop those acquisition solutions to deliver amazing results for your company. You'll learn how to adapt, customize, and personalize cross-channel user journeys to help your company attract and retain customers—to usher in the new age of Autonomous Marketing. Learn how AI and automation can support the customer acquisition efforts of a Lean Startup Dive into Customer Acquisition 3.0, an initiative for gaining and retaining customers Explore ways to use AI for marketing purposes Understand the key metrics for determining the growth of your startup Determine the right strategy to foster user acquisition in your company Manage the increased complexity and risk inherent in AI projects

chief marketing and digital officer: The Customer of the Future Blake Morgan, 2019-10-29 With emerging technology transforming customer expectations, it's important to keep a laser focus on the experience companies provide their customers. Tomorrow's customers need to be targeted today! Customer experience futurist Blake Morgan outlines ten easy-to-follow customer experience guidelines that integrate emerging technologies with effective strategies to combat disconnected processes, silo mentalities, and a lack of buyer perspective. The Customer of the Future explains how today's customers are already demanding frictionless, personalized, on-demand experiences from their products and services, and companies that don't adapt to these new expectations won't last. This book prepares your organization for these increasing demands by helping you do the following: Learn the ten defining strategies for a customer experience-focused company. Implement new techniques to shift the entire company from being product-focused to being customer-focused. Gain insights through case studies and examples on how the world's most innovative companies are offering new and compelling customer experiences. Tomorrow's customers will insist on experiences that make their lives significantly easier and better. Craft a leadership development and culture plan to create lasting change at your organization!

chief marketing and digital officer: Do It! Marketing David Newman, 2013-06-17 Discover the principles, practices, and insider secrets of paid professional speaking success in 77 instant-access “microchapters” that will help you market your smarts, monetize your message, and dramatically expand your reach and revenue. For thought-leading CEOs, executives, consultants, and entrepreneurs, the true test of your personal brand comes down to one simple question: When you speak, do people listen? In Do It! Speaking, nationally-acclaimed marketing expert and host of the The Speaking Show Podcast David Newman teaches you how to build a thriving speaking career. Regardless of the speaking venue: in-person events, virtual appearances, conference stages, and any other place where you are being paid to share your expertise with an audience, the powerful articulation of your value, relevance, and impact is what makes experts stand out. But where do you start when you're trying to build your speaking platform? This book is the definitive guide on how to: Develop your speaking-driven revenue streams. Quickly commercialize your knowledge in today's economy. Bolster your visibility, credibility, and bank account. Become a better messenger of your company's message and dominate your marketplace. Do It! Speaking shows you the inside track on

marketing, positioning, packaging, prospecting, outreach, sales, and how to get more and better speaking gigs on behalf of your company, your brand, and yourself.

chief marketing and digital officer: The Corporate Athlete Jack L. Groppel, Jim Loehr, 1999-12-28 As Jack Groppel so aptly explains, the rigor of corporate athletics is often even more demanding than that of professional athletes. In my world, one does not have the luxury of an off-season. . . . This book is a must read for all those striving for the gold.-Arthur M. Blank, CEO and President, The Home Depot Wow! This is an incredible book. Every person in business should read The Corporate Athlete from cover to cover and apply it every day.-Brian Tracy, author of Maximum Achievement: Strategies and Skills That Will Unlock Your Hidden Powers to Succeed Today's corporate world is much like the world of professional sports-it is fiercely competitive and mentally and physically demanding, and it requires constant, vigilant training. More than ever, to maintain health, happiness, and career success, executives and employees must become Corporate Athletes. In this book, top business consultant, trainer, and lecturer Jack Groppel shows you how to use the training mentality of elite professional athletes. Based on the latest scientific research, The Corporate Athlete shows corporate competitors how to achieve maximum performance levels-both inside and outside the corporate world. Drawing on the parallels between sports and business, Jack Groppel reveals the integral roles that nutrition, fitness, and self-improvement-mental, physical, and emotional-play in giving Corporate Athletes their winning edge. It's an edge that's crucial if you need to come to a meeting fresh off the plane, pull out all the stops on a big presentation, cut the major deals-and still have the energy to enjoy time with family and friends. This practical and beneficial 21-day program will give you, no matter how overworked you are, the stamina and commitment to develop a world-class career. Learn to: * Have as much energy for your family at 8 p.m. as you have at the office at 8 a.m. * Be on when you need to be on * Respond to change, adversity, and crisis more constructively * Display more positivity and confidence * Eat properly on the road, in the air, and before and during business meetings * Slow down the aging process Take advantage of the same secrets that Dr. Groppel has used to help high-stress professionals-from Olympic athletes and NHL stars to fast-lane executives at major companies like Morgan Stanley Dean Witter, Estée Lauder, and Bristol-Myers Squibb-get themselves in fighting shape. Here is the program that will train you to perform at the highest possible levels in both your professional and your family life-because taking optimum care of yourself, mentally and physically, is the best way to take care of business. Outstanding . . . The Corporate Athlete is a truly comprehensive program to help you achieve both your personal and your professional goals. It will help you take control of your life and effect positive physical, mental, and spiritual change.-Darlene Hamrock, Regional Vice President, Clinique Why do so many top performers call themselves Corporate Athletes? Today's challenging business climate requires every top executive to be perfectly fit both mentally and physically. The Corporate Athlete is must reading for everyone who wants to manage his or her business, career, or profession effectively while living a balanced life. Buy it-it's a great investment.-Leonard Lauder, Chairman and Chief Executive Officer of the Estée Lauder Companies, Inc. This is the book to teach you how to perform your job at the highest level possible while maintaining maximal health and happiness.-Jim Courier, French Open champion and former world No. 1 tennis player

chief marketing and digital officer: Global Cmo Greg Paull, Shufen Goh, 2018-05 Digital Transformation has changed the modern marketing playbook. As the landscape shifts, global marketers have to balance advancing unique organizational initiatives with the transformation of their entire sector. In this new environment, what can a CMO do to stay ahead of the curve? Global CMO features insights from interviews with eighteen leading global CMOs responsible for bringing their brands into the future across drastically different markets. The brands represented in this book span several sectors, from CPG leaders such as Coca-Cola; to financial giants like Mastercard, Bank of America, and Citi; to leading technology companies, including GE and Samsung. Through these detailed discussions with the CMOs, independent marketing consultancy R3 seeks to uncover the common threads, solutions, and best practice to drive effectiveness and efficiency. Any practitioner or observer of marketing globally, regionally, or locally will find this a powerful resource.

chief marketing and digital officer: *Pioneers of Promotion* Joe Dobrow, 2018-06-14 The average American today is bombarded with as many as 5,000 advertisements a day. The sophisticated and persuasive marketing tactics that companies use may seem a recent phenomenon, but *Pioneers of Promotion* tells a different story. In this lively narrative, business history writer Joe Dobrow traces the origins of modern American marketing to the late nineteenth century when three charismatic individuals launched an industry that defines our national culture. Transporting readers back to a dramatic time in the late 1800s, Dobrow spotlights a trio of men who reshaped our image of the West and earned national fame: John M. Burke of Buffalo Bill's Wild West, Tody Hamilton of the Barnum & Bailey Circus, and Moses P. Handy of the World's Columbian Exposition in Chicago. Drawing on scores of original source materials, Dobrow brings to light the surprisingly sophisticated techniques of these Gilded Age press agents. Using mostly newspapers—plus a good deal of moxie, emotional suasion, iconic imagery, and to be sure, alcohol—Burke, Hamilton, and Handy each devised ways to promote celebrities, attract huge crowds, and generate massive news coverage. As a result, a plainsman named William F. Cody became more famous than the president of the United States, a traveling circus turned into the Greatest Show on Earth, and a world's fair attracted more than 27 million visitors. Tapping his practitioner's knowledge of marketing and promotion, Dobrow reintroduces readers to Buffalo Bill and his Wild West show, P. T. Barnum and his circus, and the greatest of all world's fairs. Surprisingly, the promotional geniuses who engineered these enterprises do not appear in history books alongside other marketing and advertising legends such as Ivy Lee, Edward Bernays, or David Ogilvy. *Pioneers of Promotion* at long last gives these founders of American marketing their due.

chief marketing and digital officer: *From Ball Girl to CMO* Melissa M. Proctor, 2020-08 Whenever a young child is asked, What do you want to be when you grow up? the answer will undoubtedly include childlike wonder, optimism, and unbridled imagination. A future-traveling astronaut, a fashion designing veterinarian, a doctor for stuffed animals, and the list goes on and on. Unfortunately, as we age and settle firmly into adulthood, that wonder dissipates and we swap our childhood dreams for life's demands. Our days feel prescribed and responsibilities rule our minutes and how we prioritize what matters. As adults, we are taught to believe the question is somehow invalid because we are functioning as a grown-up. Even though Melissa M. Proctor did not play basketball or have extensive knowledge of the game, her dream as a child was to be the first female coach in the NBA. Instead, her unconventional path has taken a number of twists and turns, starting with being the first ball girl for the Miami Heat and ultimately, earning the position of Executive Vice President and Chief Marketing Officer for the NBA's Atlanta Hawks and State Farm Arena. However, some would be surprised to learn that even at this stage of her career, Melissa still doesn't know what she wants to be when she grows up?and she's okay with it. *From Ball Girl to CMO* includes relevant themes of hope, persistence, empowerment, and courage to help readers navigate everything from the personal to the professional. Throughout the pages, Melissa shares lessons learned, guiding principles, and a means of comfort for those not quite sure what to do next. With her laid-back style and down to earth attitude, she offers acceptance at a time when many are confused and hope when uncertainty distorts the light at the end of the tunnel. *From Ball Girl to CMO* urges us to consider if we have in fact been asking ourselves the right question, or if perhaps, we've been expecting an answer from the wrong version of ourselves.

chief marketing and digital officer: *Your Ad Ignored Here* Tom Fishburne, 2017-10-24 Tom is the David Ogilvy of cartooning. --Seth Godin, author of *Purple Cow* From the birth of social media to digital advertising to personal branding, marketing has transformed in the past 15 years. Capturing these quintessential moments in marketing is *Marketoontist*, a popular cartoon series from veteran marketer Tom Fishburne. *Your Ad Ignored Here* collects nearly 200 of these hilarious and apt depictions of modern marketing life on the 15th anniversary of the series. Fishburne began to doodle his observations in 2002 when working in the trenches of marketing. Initially intended for co-workers, they are now read by hundreds of thousands of marketers every week. The cartoons' popularity stem not only from their deft reflections on latest trends, but their witty summary of the

shared experiences of marketing -- handling a PR crisis, giving creative feedback to an agency, or avoiding idea killers in innovation. Your Ad Ignored Here gives voice to the challenges and opportunities faced by people working in business everywhere. Readers regularly inquire if Fishburne is spying on them at work. Whether or not you work in marketing, these cartoons will make you laugh ... and think about our rapidly evolving world of work. Tom Fishburne started drawing cartoons on the backs of business cases as a student at Harvard Business School. Fishburne's cartoons have grown by word of mouth to reach hundreds of thousands of marketers every week and have been featured by The Wall Street Journal, Fast Company, and The New York Times. His cartoons have appeared on a billboard ad in Times Square, helped win a Guinness World Record, and turned up in a top-secret NSA presentation released by Edward Snowden. Fishburne draws (literally and figuratively) from 20 years in the marketing trenches in the US and Europe. He was Marketing VP at Method Products, Interim CMO at HotelTonight, and worked in brand management for Nestlé and General Mills. Fishburne developed web sites and digital campaigns for interactive agency iXL in the late 90s and started his marketing career selling advertising space for the first English-language magazine in Prague. In 2010, Fishburne expanded Marketoonist into a marketing agency focused on the unique medium of cartoons. Since 2010, Marketoonist has developed visual content marketing campaigns for businesses such as Google, IBM, Kronos, and LinkedIn. Fishburne is a frequent keynote speaker on marketing, innovation, and creativity, using cartoons, case studies, and his marketing career to tell the story visually. Fishburne lives and draws near San Francisco with his wife and two daughters. All of his cartoons and observations are posted at marketoonist.com. Advance Praise for Your Ad Ignored Here If marketing kept a diary, this would be it. --Ann Handley, Chief Content Officer of MarketingProfs Laugh and learn at the same time. BTW, if you don't laugh, you're clueless, and the cartoon is about you. --Guy Kawasaki, Chief evangelist of Canva, Mercedes-Benz brand ambassador Tom Fishburne has a knack for marketing humor (and truth) like no other. --Lee Odden, CEO, TopRank Marketing Any great piece of comedy is funny because its true. Well, no one has gathered marketing truths through painfully awkward insights and hilarious delivery the way Tom has. --Ron Tite, Author, Everyone's An Artist (Or At Least They Should Be)

chief marketing and digital officer: Play Bigger Al Ramadan, Dave Peterson, Christopher Lochhead, Kevin Maney, 2016-06-14 The founders of a respected Silicon Valley advisory firm study legendary category-creating companies and reveal a groundbreaking discipline called category design. Winning today isn't about beating the competition at the old game. It's about inventing a whole new game—defining a new market category, developing it, and dominating it over time. You can't build a legendary company without building a legendary category. If you think that having the best product is all it takes to win, you're going to lose. In this farsighted, pioneering guide, the founders of Silicon Valley advisory firm Play Bigger rely on data analysis and interviews to understand the inner workings of "category kings"—companies such as Amazon, Salesforce, Uber, and IKEA—that give us new ways of living, thinking or doing business, often solving problems we didn't know we had. In Play Bigger, the authors assemble their findings to introduce the new discipline of category design. By applying category design, companies can create new demand where none existed, conditioning customers' brains so they change their expectations and buying habits. While this discipline defines the tech industry, it applies to every kind of industry and even to personal careers. Crossing the Chasm revolutionized how we think about new products in an existing market. The Innovator's Dilemma taught us about disrupting an aging market. Now, Play Bigger is transforming business once again, showing us how to create the market itself.

chief marketing and digital officer: Digital Marketing Strategy Simon Kingsnorth, 2016-05-03 The modern marketer needs to learn how to employ strategic thinking alongside the use of digital media to deliver measurable and accountable business success. Digital Marketing Strategy covers the essential elements of achieving exactly this by guiding you through every step of creating your perfect digital marketing strategy. This book analyzes the essential techniques and platforms of digital marketing including social media, content marketing, SEO, user experience, personalization,

display advertising and CRM, as well as the broader aspects of implementation including planning, integration with overall company aims and presenting to decision makers. Simon Kingsnorth brings digital marketing strategy to life through best practice case studies, illustrations, checklists and summaries, to give you insightful and practical guidance. Rather than presenting a restrictive 'one size fits all' model, this book gives you the tools to tailor-make your own strategy according to your unique business needs and demonstrates how an integrated and holistic approach to marketing leads to greater success. Digital Marketing Strategy is also supported by a wealth of online resources, including budget and strategy templates, lecture slides and a bonus chapter.

chief marketing and digital officer: Managing Digital Transformation Andreas Hinterhuber, Tiziano Vescovi, Francesca Checchinato, 2021-05-26 This book provides practising executives and academics with the theories and best practices to plan and implement the digital transformation successfully. Key benefits: an overview on how leading companies plan and implement digital transformation interviews with chief executive officers and chief digital officers of leading companies - Bulgari, Deutsche Bahn, Henkel, Lanxess, L'Oréal, Unilever, Thales and others - explore lessons learnt and roadmaps to successful implementation research and case studies on the digitalization of small and medium-sized companies cutting-edge academic research on business models, organizational capabilities and performance implications of the digital transformation tools and insights into how to overcome internal resistance, build digital capabilities, align the organization, develop the ecosystem and create customer value to implement digital strategies that increase profits Managing Digital Transformation is unique in its approach, combining rigorous academic theory with practical insights and contributions from companies that are, according to leading academic thinkers, at the forefront of global best practice in the digital transformation. It is a recommended reading both for practitioners looking to implement digital strategies within their own organisations, as well as for academics and postgraduate students studying digital transformation, strategy and marketing.

chief marketing and digital officer: The Digital Marketer Larry Weber, Lisa Leslie Henderson, 2014-04-21 Big data. Digital loyalty programs. Predictive analytics. Contextualized content. Are you ready? These are just a few of the newest trends in digital marketing that are part of our everyday world. In The Digital Marketer: Ten New Skills You Must Learn to Stay Relevant and Customer-Centric, digital marketing guru Larry Weber and business writer and consultant Lisa Leslie Henderson explain the latest digital tools and trends used in today's marketing initiatives. The Digital Marketer explains: The ins and outs of this brave new world of digital marketing The specific techniques needed to achieve high customer engagement The modern innovations that help you outperform the competition The best targeting and positioning practices for today's digital era How customer insights derived from big and small data and analytics, combined with software, design, and creativity can create the customer experience differential With the authors' decades of combined experience filling its pages, The Digital Marketer gives every marketer the tools they need to reinvent their marketing function and business practices. It helps businesses learn to adapt to a customer-centric era and teaches specific techniques for engaging customers effectively through technology. The book is an essential read for businesses of all sizes wanting to learn how to engage with customers in meaningful, profitable, and mutually beneficial ways.

chief marketing and digital officer: Converge Bob W. Lord, Ray Velez, 2013-04-29 Bob Lord and Ray Velez of Razorfish - the all-media, cutting-edge advertising agency - offer a clear description of the effects of today's collision of marketing and technology. They explain the challenges and opportunities inherent in a transformed world of business. Razorfish has profited from and at times even driven the current techno-media wave of change in both technology and media. The authors' ideas are valuable, but not ahead of the curve. They discuss what is already well underway, rather than predicting coming changes. getAbstract recommends their keen assessment of the complex status quo to those who need to understand it better and to those considering change, involved in marketing or shaping corporate messages.

chief marketing and digital officer: The Definitive Guide to B2B Digital Transformation Fred

Geyer, Joerg Niessing, 2020-05-22

chief marketing and digital officer: Digital and Marketing Asset Management Theresa Regli, 2016-08-02 The digital world is transitioning from text to media: photos, audio files, video clips, animations, games, and more. Enterprises of all kinds struggle with how to manage those media assets. Digital professionals who want to master the life cycles behind creating, storing, and reusing media need the inside scoop on how digital and media asset management technology really works.

chief marketing and digital officer: China Cmo Greg Paull, ShuFen Goh, 2013-06 China is, all at once, the world's most dynamic, frustrating, confusing, inspiring, and challenging marketplace. As companies invest more and more in marketing, raising the country to second behind the US in advertising spending, there have been many white papers, books, and reports on how to win. This book is different - it comes straight from the mouths, heads, and hearts of sixteen of the leading CMOs (Chief Marketing Officers) based in China. From Coca-Cola, Starbucks, McDonald's, and Visa to local companies such as Lenovo and Bank of Communications. This is their story. These are their ideas.--Back cover.

chief marketing and digital officer: The Digital Transformation Playbook David L. Rogers, 2016-04-05 Rethink your business for the digital age. Every business begun before the Internet now faces the same challenge: How to transform to compete in a digital economy? Globally recognized digital expert David L. Rogers argues that digital transformation is not about updating your technology but about upgrading your strategic thinking. Based on Rogers's decade of research and teaching at Columbia Business School, and his consulting for businesses around the world, The Digital Transformation Playbook shows how pre-digital-era companies can reinvigorate their game plans and capture the new opportunities of the digital world. Rogers shows why traditional businesses need to rethink their underlying assumptions in five domains of strategy—customers, competition, data, innovation, and value. He reveals how to harness customer networks, platforms, big data, rapid experimentation, and disruptive business models—and how to integrate these into your existing business and organization. Rogers illustrates every strategy in this playbook with real-world case studies, from Google to GE, from Airbnb to the New York Times. With practical frameworks and nine step-by-step planning tools, he distills the lessons of today's greatest digital innovators and makes them usable for businesses at any stage. Many books offer advice for digital start-ups, but The Digital Transformation Playbook is the first complete treatment of how legacy businesses can transform to thrive in the digital age. It is an indispensable guide for executives looking to take their firms to the next stage of profitable growth.

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billion in annual sales in 2015--and was a first-hand witness to its evolution as an indelible global brand. In *Covert Cows and Chick-fil-A*, Robinson shares behind-the-scenes accounts of key moments, including the creation of the Chick-fil-A corporate purpose and the formation and management of the now-iconic Eat Mor Chikin cow campaign. Drawing on his personal interactions with the gifted team of company leaders, restaurant operators, and the company's founder, Truett Cathy, Robinson explains the important traits that built the company's culture and sustained it through recession and many other challenges. He also reveals how every aspect of the company's approach reflects an unwavering dedication to Christian values and to the individual customer experience. Written with disarming candor and revealing storytelling, *Covert Cows and Chick-fil-A* is the never-before-told story of a great American success.

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