

Hacking Marketing Agile Practices To Make Marketing Smarter Faster And More Innovative

The definitive playbook by the pioneers of Growth Hacking, one of the hottest business methodologies in Silicon Valley and beyond. It seems hard to believe today, but there was a time when Airbnb was the best-kept secret of travel hackers and couch surfers, Pinterest was a niche web site frequented only by bakers and crafters, LinkedIn was an exclusive network for C-suite executives and top-level recruiters, Facebook was MySpace's sorry step-brother, and Uber was a scrappy upstart that didn't stand a chance against the Goliath that was New York City Yellow Cabs. So how did these companies grow from these humble beginnings into the powerhouses they are today? Contrary to popular belief, they didn't explode to massive worldwide popularity simply by building a great product then crossing their fingers and hoping it would catch on. There was a studied, carefully implemented methodology behind these companies' extraordinary rise. That methodology is called Growth Hacking, and it's practitioners include not just today's hottest start-ups, but also companies like IBM, Walmart, and Microsoft as well as the millions of entrepreneurs, marketers, managers and executives who make up the community of Growth Hackers. Think of the Growth Hacking methodology as doing for market-share growth what Lean Start-Up did for product development, and Scrum did for productivity. It involves cross-functional teams and rapid-tempo testing and iteration that focuses customers: attaining them, retaining them, engaging them, and motivating them to come back and buy more. An accessible and practical toolkit that teams and companies in all industries can use to increase their customer base and market share, this book walks readers through the process of creating and executing their own custom-made growth hacking strategy. It is a must read for any marketer, entrepreneur, innovator or manager looking to replace wasteful big bets and "spagheti-on-the-wall" approaches with more consistent, replicable, cost-effective, and data-driven results.

Bringing together preeminent international researchers, emerging scholars and practitioners, Paul M. Pedersen presents the comprehensive Encyclopedia of Sport Management, offering detailed entries for the critical concepts and topics in the field.

The leading authority on agile marketing shows how to build marketing operations that can pivot freely and yet remain committed to priorities. As a marketer, are you tired of chasing marketing fads and algorithm rumors that seem to change every couple of months? This guide to building the perfect marketing department will help you achieve the latest and greatest without having to rebuild your operations from scratch every time the wind shifts. Agile strategies have been the accepted modus operandi for software development for two decades, and marketing is poised to follow in its footsteps. As the audiences we market to become ever more digital, agile frameworks are emerging as the best and only way to manage marketing. This book is a signpost showing the way toward the agile future of marketing operations, explaining how every role, from social media intern up to chief marketing officer, can work in unison, responding to the market's demanding challenges without losing focus on the big picture. You will learn what it takes for marketing agility to thrive—customer focus, transparency, continuous improvement, adaptability, trust, bias for action, and courage—along with the antipatterns that can drag you down. Most important, you will learn how to implement the systems, strategies, and practices that will truly transform your marketing operations.

Every day, thousands of passionate developers come up with new startup ideas but lack the branding know-how to make them thrive. If you count yourself among them, Lean Branding is here to help. This practical toolkit helps you build your own robust, dynamic brands that generate conversion. You'll find over 100 DIY branding tactics and inspiring case studies, and step-by-step instructions for building and measuring 25 essential brand strategy ingredients, from logo design to demo-day pitches, using The Lean Startup methodology's Build-Measure-Learn loop. Learn exactly what a brand is—and what it isn't! Build a minimal set of brand ingredients that are viable in the marketplace: brand story, brand symbols, and brand strategy Measure your brand ingredients by using meaningful metrics to see if they meet your conversion goals Pivot your brand ingredients in new directions based on what you've learned—by optimizing rather than trashing Focus specifically on brand story, symbols, or strategy by following the Build-Measure-Learn chapters that apply

The Rise of Platform Cooperativism, a New Vision for the Future of Work and a Fairer Internet

Think, Design, Growth Hack -- a Design Approaching to Growth Hacking

Marketing Automation Unleashed

How We Profit from Social Media

20th International Conference, XP 2019, Montréal, QC, Canada, May 21–25, 2019, Proceedings

Proven Practices for More Effective Marketing and Better Business Results

Lean Agile Marketing

The Art of Agile Marketing

Marketing is in critical condition. Hurlled into the twenty-first century amidst a storm of digital disruption, it has since focused solely on surviving in a hostile climate. But mere survival is no longer a mark of fitness. Audiences demand excellence. And marketing excellence requires agility. Using a detailed historical lens, Death of a Marketer charts a course toward marketing's Agile future.

A successful digital transformation must start with a conversational transformation. Today, software organizations are transforming the way work gets done through practices like Agile, Lean, and DevOps. But as commonly implemented as these methods are, many transformations still fail, largely because the organization misses a critical step: transforming their culture and the way people communicate. Agile Conversations brings a practical, step-by-step guide to using the human power of conversation to build effective, high-performing teams to achieve truly Agile results. Consultants Douglas Squirrel and Jeffrey Fredrick show readers how to utilize the Five Conversations to help teams build trust, alleviate fear, answer the “whys,” define commitments, and hold everyone accountable. These five conversations give teams everything they need to reach peak performance, and they are exactly what's missing from too many teams today. Stop focusing on processes and practices that leave your organization stuck with culture-less rituals. Instead, unleash the unique human power of conversation.

This open access book constitutes the proceedings of the 20th International Conference on Agile Software Development, XP 2019, held in Montréal, QC, Canada, in May 2019. XP is the premier agile software development conference combining research and practice. It is a hybrid forum where agile researchers, academics, practitioners, thought leaders, coaches, and trainers get together to present and discuss their most recent innovations, research results, experiences, concerns, challenges, and trends. Following this history, for both researchers and seasoned practitioners XP 2019 provided an informal environment to network, share, and discover trends in Agile for the next 20 years The 15 full papers presented in this volume were carefully reviewed and selected from 45 submissions. They were organized in topical sections named: agile adoption, agile practices; large-scale agile; agility beyond IT, and the future of agile.

This book provides the much-needed, no-nonsense guidance crucial for project managers - that is, the type of guidance that is missing from every major body of knowledge and educational offering for working project managers. This very practical book identifies the activities that influence project success and focuses the limited time and energy available towards just those activities. The Project Management Institute (PMI) and most literature on project management discusses all aspects of project management under the assumption that project managers will narrow down focus because they cannot be expected to use every process outlined by PMI to manage every project. This book uses the concept of “hacking” our standard conventions of project management and outlines a standard path identified by conventional wisdom an evil path that project managers frequently resort to under time/quality pressures, and a hacker path that provides a better way to look at the challenge. This book equips project managers with streamlined approaches to refocus their efforts on factors that matter while spending less time doing it. Project management is a demanding discipline with a growing body of knowledge with few instructions on how to do it all. The author provides humorous anecdotes and examples while teaching readers how to save time, improve quality, and advance their career. The primary sections of the book cover how to approach the most common certifications in project management; continuing education; leading project teams; initiating, planning, executing, monitoring, and controlling projects; general life skills; and taking on additional responsibilities.

Hacking project management is about focusing the limited bandwidth a project manager can give a project towards the activities that drive success.

How To Compete and Win In the Age of Analytics

Logic Cuts Deeper Than Swords

Creating Dynamic Brands to Generate Conversion

Tools for the Agile Manager

Connecting Marketing, Sales and Customer Experience

Sales EX Machina

A Value-Driven Approach to Business Intelligence and Data Warehousing

Game of Thrones and Philosophy

Content. In all its forms, is the single most critical element of any marketing campaign. Finding a successful equilibrium between content marketing and content strategy is difficult, but essential. Content - The Atomic Particle of Marketing goes beyond superficial descriptions of how to produce engaging social media content to offer the results of many years of deep quantitative research, and hours of interviews with senior marketers at some of the world's leading brands. Written by a recognised industry thought-leader, Content - The Atomic Particle of Marketing explores how content functions in the broader framework of all marketing, as well as organizational concerns and IT decision making. It demonstrates the value content brings not only to "owned" media initiatives, such as a company website or blog, but also the essential role content plays in all other marketing initiatives, from social media to advertising to offline channels. It will enable readers to make the organizational, staffing, tools and process decisions necessary to get content up and running across divisions and organizational silos. Deeply researched and insightful. Content - The Atomic Particle of Marketing is, quite simply, the definitive research-based guide to content marketing.

Clearly the marketing methods of old will not fulfill all the needs of today's organization. Today, the fast moving opportunities afforded by the internet, websites, social networking and data communication give those in the know a huge advantage over traditional marketers. The goal of this book is to teach you how. Author Michelle Accardi-Petersen has been on both the planning and implementation side of the problem. Utilizing methods that may be

familiar to those with a software background but without the technical baggage, she presents the techniques that will put you way ahead of traditional marketers and move your organization to the forefront in their overall marketing operations.

Don't constantly think about the most pressing issue in business: how can businesses can use digital to thrive? He has studied what the businesses, succeeding have in common. This title teaches us to recognize that it's not just customers who interact with our organisations.

Marketing and sales prioritize AI and machine learning more than any other business department, yet often struggle with how to scale and strategize the opportunities they present. AI Strategy for Sales and Marketing presents a framework for understanding how AI can boost customer-centricity and sales by creating a connected strategy that delivers value today and into the future. Supported by practical tips and advice throughout, it covers topics including personalization, upskilling, customer experience for both on and offline shopping channels and the importance of using AI responsibly to create consumer trust. Featuring original research and interviews with leading practitioners, it also contains global case studies from organizations in a range of sectors, including Samsung, PwC, Rolls Royce, Deloitte and Hilton, with insights into the various stages of their adoption journeys. Written by a recognized industry expert, it is an invaluable resource for those wanting to benefit from using AI strategically in marketing, sales and CX.

The Culture Game

Agile Project Management with Scrum

AI Strategy for Sales and Marketing

Creating Fast, Flexible, and Customer-First Organizations

How to Become Agile and Deliver Marketing Success

Data-First Marketing

Leadership Makes a Difference in Wealth Management

Full Funnel Marketing

An in-depth look at the philosophical issues behind HBO's Game of Thrones television series and the books that inspired it George R.R. Martin's New York Times bestselling epic fantasy book series, A Song of Ice and Fire, and the HBO television show adapted from it, have earned critical acclaim and inspired fanatic devotion. This book delves into the many philosophical questions that arise in this complex, character-driven series, including: Is it

right for a “good” king to usurp the throne of a “bad” one and murder his family? How far should you go to protect your family and its secrets? In a fantasy universe with medieval mores and ethics, can female characters reflect modern feminist ideals? Timed for the premiere of the second season of the HBO Game of Thrones series Gives new perspectives on the characters, storylines, and themes of Game of Thrones Draws on great philosophers from ancient Greece to modern America to explore intriguing topics such as the strange creatures of Westeros, the incestuous relationship of Jaime and Cersei Lannister, and what the kings of Westeros can show us about virtue and honor (or the lack thereof) as they play their game of thrones Essential reading for fans, Game of Thrones and Philosophy will enrich your experience of your favorite medieval fantasy series.

Learn how to implement Agile marketing and how other marketers adopted Agile, you will develop the knowledge, understanding, and confidence required to apply Scrum, Kanban and other Agile frameworks. Agile Marketing explains how to apply agile methodologies to marketing. The book contains a realistic and actionable guide to starting agile in marketing, including practical examples and more detailed case studies of different types of agile marketing

teams which illustrate the application of agile within marketing teams from start to finish. You will learn how to apply lean and agile principles to marketing planning and execution on a very practical level, including how to: 1. Building skills required for adaptive marketing planning and execution to reduce campaign cost. 2. Learn and understand techniques to deliver your marketing campaigns on time and on budget. Visualise workflow in order to limit work-in-progress. Increase burden for the marketing teams and increase task completion rate. 3. Learn how to become a successful and collaborative marketing team member. As team leaders and managers, you will also learn how to collaborate with your direct reports. Rationalize meetings and manage time more effectively. 4. You will learn the mindset of highly successful Agile marketing professionals. Set up marketing teams to execute marketing campaigns. 5. Develop marketing campaigns based on customer experience and analytics insights. 6.Create self-organizing teams. 7. Reduce micro-management and improve team morale and job satisfaction. 8. Change the team's mindset to improve collaboration and communication between team members. 9. Eliminate marketing team's time and budget wastage. 10. Understand effective team composition and skill requirements to create an agile marketing team that builds on existing team members' skill sets. The book's key contribution, however, is that it goes deeper than just the practical application of agile in the context of marketing: it introduces insights from psychology which inform how marketing teams can increase collaboration, work smarter and more productively, and how this, in turn, can improve overall customer experiences.

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

reflect the rapidly changing digital landscape. 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.

Transform your organization using Agile principles with this proven framework The Six Disciplines of Agile Marketing provides a proven framework for applying Agile principles and processes to marketing. Written by celebrated consultant Jim Ewel, this book provides a concise, approachable, and adaptable strategy for the implementation of Agile in virtually any marketing organization. The Six Disciplines of Agile Marketing discusses six key areas of

practical concern to the marketer who hopes to adopt Agile practices in their organization. They include: Aligning the team on common goals Structuring the team for greater efficiency Implementing processes like Scrum and Kanban in marketing Validated Learning Adapting to Change Creating Remarkable Customer Experiences The Six Disciplines of Agile Marketing also discusses four shifts in beliefs and behaviors necessary to achieving an Agile

transformation in marketing organizations. They include: A shift from a focus on outputs to one based on outcomes A shift from a campaign mentality to one based on continuous improvement A shift from an internal focus to a customer focus

Manufacturing Demand

Lean Branding

The Agile Marketer

Transform Your Marketing Teams and Evolve Your Organization

Agile Analytics

The Cathedral & the Bazaar

Agile Processes in Software Engineering and Extreme Programming

What people get out of social media—and how businesses can get more out of it. Almost no one had heard of social media a decade ago, but today websites such as Facebook, Twitter, and LinkedIn have more than 1 billion users and account for almost 25 percent of Internet use. Practically overnight, social media seems indispensable to our lives—from friendship and dating to news and business. What makes social media so different from traditional media? Answering that question is the key to making social media work for any business, argues Miko?aj Piskorski, one of the world's leading experts on the business of social media. In A Social Strategy, he provides the most convincing answer yet, one backed by original research, data, and case studies from companies such as Nike and American Express. Drawing on his analysis of proprietary data from social media sites, Piskorski argues that the secret of successful ones is that they allow people to fulfill social needs that either can't be met offline or can be met only at much greater cost. This insight provides the key to how companies can leverage social platforms to create a sustainable competitive advantage. Companies need to help people interact with each other before they will promote products to their friends or help companies in other ways. Done right, a company's social media should benefit customers and the firm. Piskorski calls this "a social strategy," and he describes how companies such as Yelp and Zynga have done it. Groundbreaking and important, A Social Strategy provides not only a story- and data-driven explanation for the explosion of social media but also an invaluable, concrete road map for any company that wants to tap the marketing potential of this remarkable phenomenon.

For those considering Extreme Programming, this book provides no-nonsense advice on agile planning, development, delivery, and management taken from the authors' many years of experience. While plenty of books address the what and why of agile development, very few offer the information users can apply directly.

We are about to experience the equivalent of a major tectonic shift where the functional plates of sales, marketing, and technology will shear and, in some cases, smash against one another. Functions that were once the domain of salespeople will be transformed, subsumed, or obliterated.

What will the new approach to thrive in the era of disruption The Growth Mindset provides a roadmap to the future for financial professionals. While the FinTech revolution is changing the wealth management industry, there is one thing that technology cannot offer—the human component of advisory services. Your client can pull numbers out of a computer, but they come to you for analysis, perspective, and interpretation based on your understanding of their goals and your years of expertise. Great leadership forms strong relationships and allows you to quickly adapt the best strategies to grow assets and revenue. It understands this dynamic, understands the alignment of company culture, and realizes that the metrics for "top talent" are shifting. This book offers new perspective and expert insight for wealth management professionals looking to distinguish themselves from the competition. The focus is on being client centric and solution driven. Disruption is now the new normal, and successful leaders must be able to adapt quickly and operate with an eye toward growth. Here, you'll find expert analysis of wealth management's future, and clear guidelines for leaders who want to thrive amidst the constantly-shifting financial services landscape. Master the fundamental elements of wealth management Shift to a growth mindset and deal successfully with change Attract, develop, and retain the top talent to grow your business Offer a unique value proposition to better serve high net worth clients The wealth management industry is facing its greatest challenge to date, and whether your business fails, survives, or thrives depends on leadership. You simply cannot rely on old methods to win a brand new battle. It's time for a change in strategy, methods, processes, and approaches—are you flexible enough to bend without breaking? The Growth Mindset lights the way forward, with the leadership skills that are quickly becoming essential in the new era of wealth management.

Growth Thinking

The Definitive Guide to Content Marketing Strategy

How to Transform Your Marketing Organization

Turning Customer Experience Into Your Competitive Advantage

The Growth Hacking Book 2

The Art of Agile Development

How to Manage Projects More Efficiently and Effectively in Less Time

How New Agile Practices Can Move Marketing and Innovation Past the Old Business Stalemates

Historically, the discipline of marketing has been heavily skewed toward a subjective art at the expense of a measurable science. But the days of hunches, intuitions, and incomplete or misleading perspectives are rapidly disappearing. Today, savvy marketers and forward-looking organizations are embracing innovative new models driven by cutting-edge technology and analytics to align sales and marketing, pinpoint (and respond to) customer needs, and achieve breakthrough revenue gains. In Manufacturing Demand, marketing guru David Lewis, CEO of DemandGen International, reveals the transformations taking place in marketing today, including the rise of the marketing geek and the emergence of the so-called fifth and sixth P s of marketing: Process and Programming. You'll learn about the key processes and principles of creating your demand-generation factory: buyer personas, the demand funnel, lead scoring, lead nurturing, and analytics. Plus, Manufacturing Demand presents plenty of actionable tips and recommendations as well as real-world case studies that showcase how leading companies are achieving tremendous results applying these principles of successful lead management. If you're ready to move into the next generation of marketing, get ready to start Manufacturing Demand.

The Agile movement provides real, actionable answers to the question that keeps many company leaders awake at night: How do we stay successful in a fast-changing and unpredictable world? Agile has already transformed how modern companies build and deliver software. This practical book demonstrates how entire organizations—from product managers and engineers to marketers and executives—can put Agile to work. Author Matt LeMay explains Agile in clear, jargon-free terms and provides concrete and actionable steps to help any team put its values and principles into practice. Examples from a wide variety of organizations, including small nonprofits and global financial enterprises, bring to life the on-the-ground realities of Agile across industries and functions. Understand exactly what Agile is and why it matters Use Agile to address your organization's specific needs and goals Take customer centricity from theory into practice Stop wasting time in "report and critique" meetings and start making better decisions Create a harmonious cycle of learning, collaborating, and delivering Learn from Agile experts at companies like IBM, Spotify, and Coca-Cola

Supercharge your marketing strategy with data analytics In Data-First Marketing: How to Compete & Win in the Age of Analytics, distinguished authors Miller and Lim demystify the application of data analytics to marketing in any size business. Digital transformation has created a widening gap between what the CEO and business expect marketing to do and what the CMO and the marketing organization actually deliver. The key to unlocking the true value of marketing is data – from actual buyer behavior to targeting info on social media platforms to marketing's own campaign metrics. Data is the next big battlefield for not just marketers, but also for the business because the judicious application of data analytics will create competitive advantage in the Age of Analytics. Miller and Lim show marketers where to start by leveraging their decades of experience to lay out a step-by-step process to help businesses transform into data-first marketing organizations. The book includes a self-assessment which will help to place your organization on the Data-First Marketing Maturity Model and serve as a guide for which steps you might need to focus on to complete your own transformation. Data-First Marketing: How to Compete & Win in the Age of Analytics should be used by CMOs and heads of marketing to institute a data-first approach throughout the marketing organization. Marketing staffers can pick up practical tips for incorporating data in their daily tasks using the Data-First Marketing Campaign Framework. And CEOs or anyone in the C-suite can use this book to see what is possible and then help their marketing teams to use data analytics to increase pipeline, revenue, customer loyalty – anything that drives business growth.

Hack your business growth the scientific way Airbnb. Uber. Spotify. To join the big fish in the disruptive digital shark tank you need to get beyond siloed sales and marketing approaches. You have to move ahead fast—with input from your whole organization—or die. Since the early 2010s, growth hacking culture has developed as the way to achieve this, pulling together multiple talents—product managers, data analysts, programmers, creatives, and yes, marketers—to build a lean, mean, iterative machine that delivers the swift sustainable growth you need to stay alive and beat the competition. Growth Hacking for Dummies provides a blueprint for building the machine from the ground-up, whether you're a fledgling organization looking for ways to outperform big budgets and research teams, or an established business wanting to apply emerging techniques to your process. Written by a growth thought leader who learned from the original growth hacking gurus, you'll soon be an expert in the tech world innovations that make this the proven route to the big time: iteration, constant testing, agile approaches, and flexible responses to your customers' evolving needs. Soup to nuts: get a full overview of the growth hacking process and tools Appliance of science: how to build and implement concept-testing models Coming together: pick up best practices for building a cross-disciplinary team Follow the data: find out what your customers really want You know you can't just stay still—start moving ahead by developing the growth hacking mindset that'll help you win big and leave the competition dead in the water!

Mastering Marketing Agility

A Social Strategy

Agile Practices to Make Marketing Smarter, Faster, and More Innovative

The Growth Mindset

Agile for Everybody

People, Process, and Pragmatism

Content – The Atomic Particle of Marketing

Digital Marketing Strategy

It's no longer enough for B2B marketers to feed their sales team with qualified leads, supply them with content and bid them good luck the rest of the way. Today's ?full funnel? marketers are actively working side-by-side with the sales team throughout every stage of the buying journey and sales process, embracing revenue responsibility and measuring their impact based on not just sales pipeline contribution but marketing influence on closed business and direct revenue growth.This expanded role for modern B2B marketing organizations is transforming how the function is viewed, prioritized and funded ? converting marketing from a cost center to a strategic profit center in companies big and small across all industries. This book is your guide to transforming your role, your team and your business with the Full Funnel Marketing approach. You'll find specific, tactical and pragmatic approaches to every facet of modern marketing success, including:? Helping your buyers change the sales quo and engage? Establishing need and urgency to accelerate sales pipeline velocity? Coordinating sales and marketing activity to close more deals in less time? Accelerating the pace, volume and conversion of qualified sales opportunities? Much more

**Describes an agile process that works on large projects ?Ideal for hurried developers who want to develop software in teams *Incorporates real-life C#/NET web project, can compare this with cases in book*

Less than 1% of companies grow. But with a systematic and creative approach to growth that changes everything. Growth thinking is a new approach for the way organizations grow. Nader Sabry, author of the bestselling book Ready Set Growth Hack, created growth thinking to exponentially change your results in a quick, easy and creative way... Growth thinking helps leaders who want to solve for "how to grow exponentially." If your organization needs to adapt to new realities but doesn't have the growth strategy to give you that competitive edge, growth thinking solves precisely. Growth thinking helps you go: From idea to action - accurately and rapidly turn growth hacking ideas into execution quickly and cost-effectively. Think at scale - quickly and effortlessly find methods to take an abstract growth hack, structure it and scale it, and Save time and money - rapidly prototype your growth hacking ideas saving time and money, and happens through the systematic and creative process by: Visualization - design-thinking approach to quickly and easily see how a growth hack will work, Systemize - turn designs into structured sequences that turn an idea into an actual growth hack, Optimization - instantly find improvements and generate new better growth hacks with little effort, Rapid development - the systematic learning approach accelerates the improvement and development of new growth hacks, and Collaboration - swiftly and efficiently get feedback and co-create growth hacks with others. Growth thinking helps you tackle the challenge of growing your organization - creating powerful growth hacks that supercharge your growth by testing them and executing them quickly, efficiently, and cost-effectively.

Optimize your digital channels and ensure your marketing strategy aligns with business objectives, with this second edition of the bestselling guide to digital marketing - recommended by the Chartered Institute of Marketing. There is no shortage of digital marketing resources yet finding a book that covers all disciplines can be a challenge. This essential and highly readable book provides an accessible, step-by-step framework to the planning, integration and measurement of each digital platform and technique, all tailored to achieve overarching business objectives. Now featuring cutting edge updates on social media, SEO, content marketing, user experience and customer loyalty, Digital Marketing Strategy is an ideal road map for navigating: -Marketing automation, personalization, messaging and email -Online and offline integration -The power of technologies, such as AI -New data protection and privacy strategies Accompanied by downloadable practical implementation guides spanning SEO, paid-search, email, lead-generation and more, Digital Marketing Strategy will show you how to effectively select, align and manage digital channels and operations, to streamline a winning digital marketing strategy for measurable, optimized results. It is an essential guide for any marketer to build an effective and practical digital strategy.

How Today's Fastest-Growing Companies Drive Breakout Success

The Analytical Marketer

Agile Marketing

Agile Development with ICONIX Process

Growth Hacking For Dummies

Transform Your Conversations, Transform Your Culture

Hacking Marketing

Who Really Determines the Success of Your Business

The rules and practices for Scrum—a simple process for managing complex projects—are few, straightforward, and easy to learn. But Scrum’s simplicity itself—its lack of prescription—can be disarming, and new practitioners often find themselves reverting to old project management habits and tools and yielding lesser results. In this illuminating series of case studies, Scrum co-creator and evangelist Ken Schwaber identifies the real-world lessons—the successes and failures—culled from his years of experience coaching companies in agile project management. Through them, you’ll understand how to use Scrum to solve complex problems and drive better results—delivering more valuable software faster. Gain the foundation in Scrum theory—and practice—you need to: Rein in even the most complex, unwieldy projects Effectively manage unknown or changing product requirements Simplify the chain of command with self-managing development teams Receive clearer specifications—and feedback—from customers Greatly reduce project planning time and required tools Build—and release—products in 30-day cycles so clients get deliverables earlier Avoid missteps by regularly inspecting, reporting on, and fine-tuning projects Support multiple teams working on a large-scale project from many geographic locations Maximize return on investment!

With the rollback of net neutrality, platform cooperativism becomes even more pressing. In one volume, some of the most cogent thinkers and doers on the subject of the cooptation of the Internet, and how we can resist and reverse the process.

The Marketer’s Manual to All Things Automated At a time when the importance of understanding the world of automated marketing has never been greater, Marketing Automation Unleashed: The Strategic Path to B2B Growth takes readers on an in-depth exploration of marketing automation and its significant impact on how we do business today. Casey Cheshire employs nearly a decade of experience as a marketing leader and consultant, as well as his in-depth discussions with industry experts, to deliver a comprehensive tutorial on the wide array of strategies, techniques, tools, and uses of marketing automation. Cheshire explains in detail how to build a successful marketing automation campaign by following the “Cheshire Success Index,” a ten-step program divided into four distinct phases: Foundational, Growth, Alignment, and Optimization. Each phase leads readers through a series of questions and strategies to aid them in setting up cutting-edge marketing campaigns that are as effective as they are efficient. Along the way you will discover ways to bridge the all-too-common gap between sales and marketing teams, tools to help you identify and engage your customer, new techniques for nurturing your customer, and how to test the effectiveness of your campaign as it progresses without the tedious headache of traditional methods. Marketing Automation Unleashed: The Strategic Path to B2B Growth is an easy-to-read guide through the changing terrain of the marketing world, one focused on the ultimate goal of generating revenue rather than simply bringing in lead.

“Nobody asked you to show up.” Every experienced product manager has heard some version of those words at some point in their career. Think about a company. Engineers build the product. Designers make sure it has a great user experience and looks good. Marketing makes sure customers know about the product. Sales get potential customers to open their wallets to buy the product. What more does a company need? What does a product manager do? Based upon Product School’s curriculum, which has helped thousands of students become great product managers, The Product Book answers that question. Filled with practical advice, best practices, and expert tips, this book is here to help you succeed!

The Six Disciplines of Agile Marketing

Hacking Growth

The Strategic Path for B2B Growth

Users Not Customers

A Practical Roadmap for Implementing Kanban and Scrum in Jira and Confluence

Modern Marketing’s Troubled Past and a New Approach to Change the Future

Selling and AI

Encyclopedia of Sport Management

Growing Up Fast is a practical book about how to implement an agile marketing process in modern business to create the necessary collaboration between marketing and innovation for business success. The first half of the book covers the philosophical underpinnings of complementary opposites in nature, human interaction, and the workplace. It surveys business management over the last 100 years and shows how we've come to the "Agile Age," which is not about big ideas Mad Men-style, but lots of little ideas to test and try. The second half of the book discusses the mindsets and tools required for success in agile work, and examples are given throughout the text in the form of case studies on companies like Netflix, 3M, Microsoft, Domino's Pizza, and Dell Computer. The introduction and conclusion of the book set up the metaphor of the book's title, to personify the current impasse between big regulation government and total free market capitalism. Agile is posed as a third option between the Mom and Dad's battle between over-planning and wild speculation, concern for the future and obsession with "what worked" in the past-as both occupy our resources without agile process or priorities for the innovations we need going forward in society. Agile is portrayed as an inquisitive, experimental, brilliant child who still lives above the garage at her parents' house-and it's time for her to move out. "There are also plenty, plenty of high-level remarks out there about how businesses need to be agile - with very little insight about how. Hey, we should all be rich and good-looking too... But there have been few guides that address the gap between the fluffy and the functional. Growing Up Fast: How New Agile Practices Can Move Marketing and Innovation Past the Old Business Stalemates by Jascha Kaykas-Wolff and Kevin Fann brilliantly spans that chasm." Scott Brinker @chiefmartec

Open source provides the competitive advantage in the Internet Age. According to the August Forrester Report, 56 percent of IT managers interviewed at Global 2,500 companies are already using some type of open source software in their infrastructure and another 6 percent will install it in the next two years. This revolutionary model for collaborative software development is being embraced and studied by many of the biggest players in the high-tech industry, from Sun Microsystems to IBM to Intel.The Cathedral & the Bazaar is a must for anyone who cares about the future of the computer industry or the dynamics of the information economy. Already, billions of dollars have been made and lost based on the ideas in this book. Its conclusions will be studied, debated, and implemented for years to come. According to Bob Young, "This is Eric Raymond's great contribution to the success of the open source revolution, to the adoption of Linux-based operating systems, and to the success of open source users and the companies that supply them."The interest in open source software development has grown enormously in the past year. This revised and expanded paperback edition includes new material on open source developments in 1999 and 2000. Raymond's clear and effective writing style accurately describing the benefits of open source software has been key to its success. With major vendors creating acceptance for open source within companies, independent vendors will become the open source story in 2001.

How to lead the change Analytics are driving big changes, not only in what marketing departments do but in how they are organized, staffed, led, and run. Leaders are grappling with issues that range from building an analytically driven marketing organization and determining the kinds of structure and talent that are needed to leading interactions with IT, finance, and sales and creating a unified view of the customer. The Analytical Marketer provides critical insight into the changing marketing organization—digital, agile, and analytical—and the tools for reinventing it. Written by the head of global marketing for SAS, The Analytical Marketer is based on the author's firsthand experience of transforming a marketing organization from “art” to “art and science.” Challenged and inspired by their company’s own analytics products, the SAS marketing team was forced to rethink itself in order to take advantage of the new capabilities that those tools offer the modern marketer. Key marketers and managers at SAS tell their stories alongside the author’s candid lessons learned as she led the marketing organization’s transformation. With additional examples from other leading companies, this book is a practical guide and set of best practices for creating a new marketing culture that thrives on and adds value through data and analytics.

Using Agile methods, you can bring far greater innovation, value, and quality to any data warehousing (DW), business intelligence (BI), or analytics project. However, conventional Agile methods must be carefully adapted to address the unique characteristics of DW/BI projects. In Agile Analytics, Agile pioneer Ken Collier shows how to do just that. Collier introduces platform-agnostic Agile solutions for integrating infrastructures consisting of diverse operational, legacy, and specialty systems that mix commercial and custom code. Using working examples, he shows how to manage analytics development teams with widely diverse skill sets and how to support enormous and fast-growing data volumes. Collier’s techniques offer optimal value whether your projects involve “back-end” data management, “front-end” business analysis, or both. Part I focuses on Agile project management techniques and delivery team coordination, introducing core practices that shape the way your Agile DW/BI project community can collaborate toward success Part II presents technical methods for enabling continuous delivery of business value at production-quality levels, including evolving superior designs; test-driven DW development; version control; and project automation Collier brings together proven solutions you can apply right now—whether you’re an IT decision-maker, data warehouse professional, database administrator, business intelligence specialist, or database developer. With his help, you can mitigate project risk, improve business alignment, achieve better results--and have fun along the way.

Death of a Marketer

Agile Conversations

100 Proven Hacks for Business and Startup Success in the New Decade

Project Management Hacking

An Integrated Approach to Online Marketing

Ours to Hack and to Own

Growing Up Fast

The Product Book: How to Become a Great Product Manager

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 premier practitioner of modern marketing, this book will provide you with: Insights on the evolution of product development and management in the organization—and why marketing must partner with them in the new era An understanding of Agile methods and their application to marketing A plan for integrating Agile with your traditional methods Tactics to drive alignment with product management A pathway to becoming the steward of customer experience Rich with examples, case studies, illustrations, and exercises drawn from the author's wide-ranging experience (from startups to a top global technology company), The Agile Marketer will help you transform marketing in your organization, in spirit and practice—and help realize its critical roles in product management and the customer experience.