NEW FROM HOW2CONQUER How Not to Suck at Marketing

by Jeff Perkins

About the Book

If you've ever felt like you suck at marketing, you're not alone. Survive and thrive in today's digital world.

Let's face it, marketing today is really, really hard. From the explosion of digital advertising options to the thousands of martech tools out there on the market, it's virtually impossible to stay on top of it all. Even more challenging is the deluge of analytics available, leaving marketers swimming in data but thirsting for knowledge.

But you don't have to feel like you suck at marketing. Join award-winning marketing leader Jeff Perkins as he examines how to avoid the pitfalls and survive in today's ever-changing marketing landscape. Focusing on essential skills for modern marketers, How Not to Suck at Marketing prepares you to:

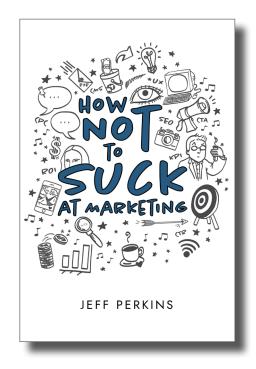
- Create a focused marketing program that drives results
- Collaborate effectively with the key stakeholders
- Assemble a high-performing marketing team
- Define and nurture your company (and personal) brand
- Build a focused career and find the right job for you

Digital tools allow us to track immediate results, but marketing has always been about the long game. Tackle your marketing strategy and build a focused career with this practical guide.

About Jeff Perkins

With over 20 years of marketing experience, Jeff Perkins is a self-described marketing geek who frequently contributes to several marketing publications and speaks at many industry events. Jeff's work has earned him numerous accolades, including the Atlanta Business Chronicle's MAX Award for marketing excellence and the Technology Association of Georgia's Award for Marketing Executive of the Year.

Jeff is currently CEO at ParkMobile, but he started his career grinding it out in the NYC ad industry. His experiences range from traditional to digital, B2C to B2B, and agency-side to client-side. When he's not working, you might find him riding his Peloton bike or attending a Bruce Springsteen concert (he's been to 32 so far). He lives in Atlanta with his awesome wife, two adorable daughters, and two poorly behaved dogs.



How to Order This Book

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CONTACT

How2Conquer team@how2conquer.com 404-228-0875 1990 Hosea Williams Drive Atlanta, Georgia 30317

www.how2conquer.com fb.com/how2conquer @how2conquer

