SIIA's Marketing in Today's Economy is the first SIIA publication to catalog business-to-business sales and marketing tactics. Marketing today requires different approaches since the way customers consume data is constantly changing. Our goal for this book is to provide solid guidance to help marketing executives build their brand, gain leads, and increase customer support. To do this, we tapped into the experience of the SIIA membership. Our members provide technology solutions or services across a spectrum of industries and their marketing expertise can be applied to any vertical. This depth and breadth of expertise was collected to produce an unparalleled guide to marketing.

With articles from industry experts, this book is an excellent resource for those looking to leverage new tactics and technologies to develop and execute a successful marketing plan.

Download the publication .

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