Lean Agile Marketing: How to Become Agile and Deliver Marketing Success 2017 (Paperback)

By -

CXconversion Limited, United Kingdom, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Learn how to increase your productivity, quit multitasking and become proactive, adaptable and Agile in marketing. Step-by-step guide to implementing Agile marketing and also contains relevant case studies and Agile marketing examples. Contains case studies and examples of 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, decrease burden for the marketing teams and increase task completion rate....

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