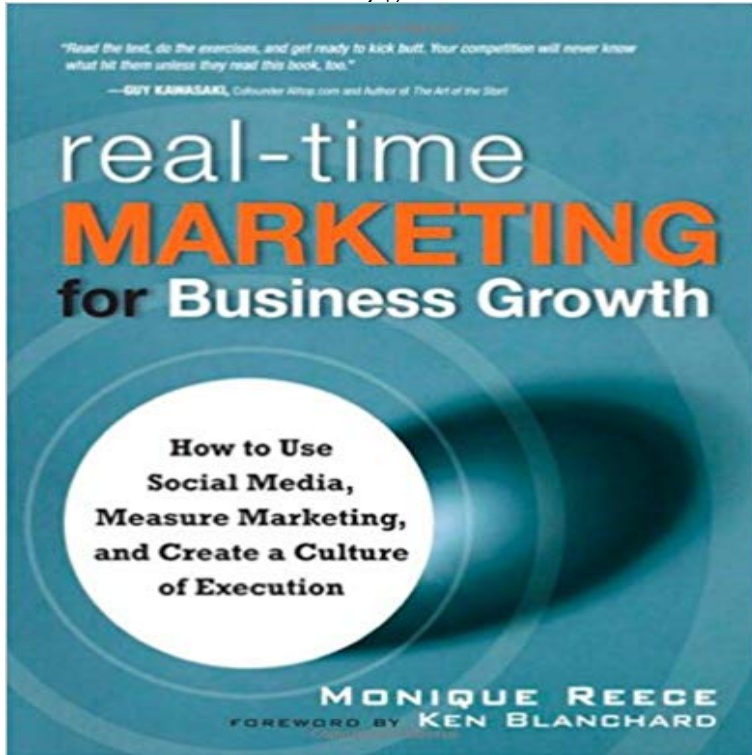


Real-Time Marketing for Business Growth: How to Use Social Media, Measure Marketing, and Create a Culture of Execution



In this book, one of the worlds leading business consultants offers you a complete blueprint for igniting profitable, sustainable growth in your company. Monique Reece introduces the proven, start-to-finish PRAISE process that builds growth through six interrelated steps: Purpose, Research, Analyze, Implement, Strategize, and Evaluate/Execute. She demonstrates how to use fast, agile real-time planning techniques that are tightly integrated with execution as part of day-to-day operations how to clarify your companys purpose, value to customers, and most attractive opportunities how to fix problems in sales and marketing that have persisted for decades, and finally measure the real value of marketing how to combine the best traditional marketing techniques with the latest best practices for using social media how to systematically and continually improve customer experience and lifetime value. Reeces techniques have been proven with hundreds of companies over the past two decades companies ranging from startups to intrapreneurial divisions of the worlds largest Fortune 500 firms. They work and with her guidance, they will work for you, too.

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