



Personalize This Disrupt That (Paperback)

By Daniel Glickman

Createspace Independent Publishing Platform, United States, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Personalize This: Dear John level personalization no longer cuts the mustard, and segmentation and silos must be crushed. CMOs and marketing teams today have all the talent and tech it takes to get personal on deeper and more authentic levels, at more relevant points in the customer lifecycle. In Personalize This, CMO Daniel Glickman takes a witty but thorough and incisive look at what s happening now in the marketing trenches, and what might be happening tomorrow. His message on personalization is one of possibility and innovation: He believes marketers not only have more creative power that ever to figure out what their brand s customers want, but also the tools to help those customers get exactly what they want, when and where they want it. Disrupt That: CMO Daniel Glickman drank cafe lattes before the word barista existed, and he disrupted before the word disrupt was pasted into every newsletter, article, and book on doing business in the 21st century. In the pages of Disrupt That, you ll discover how Glickman and his marketing team stay ahead of...



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