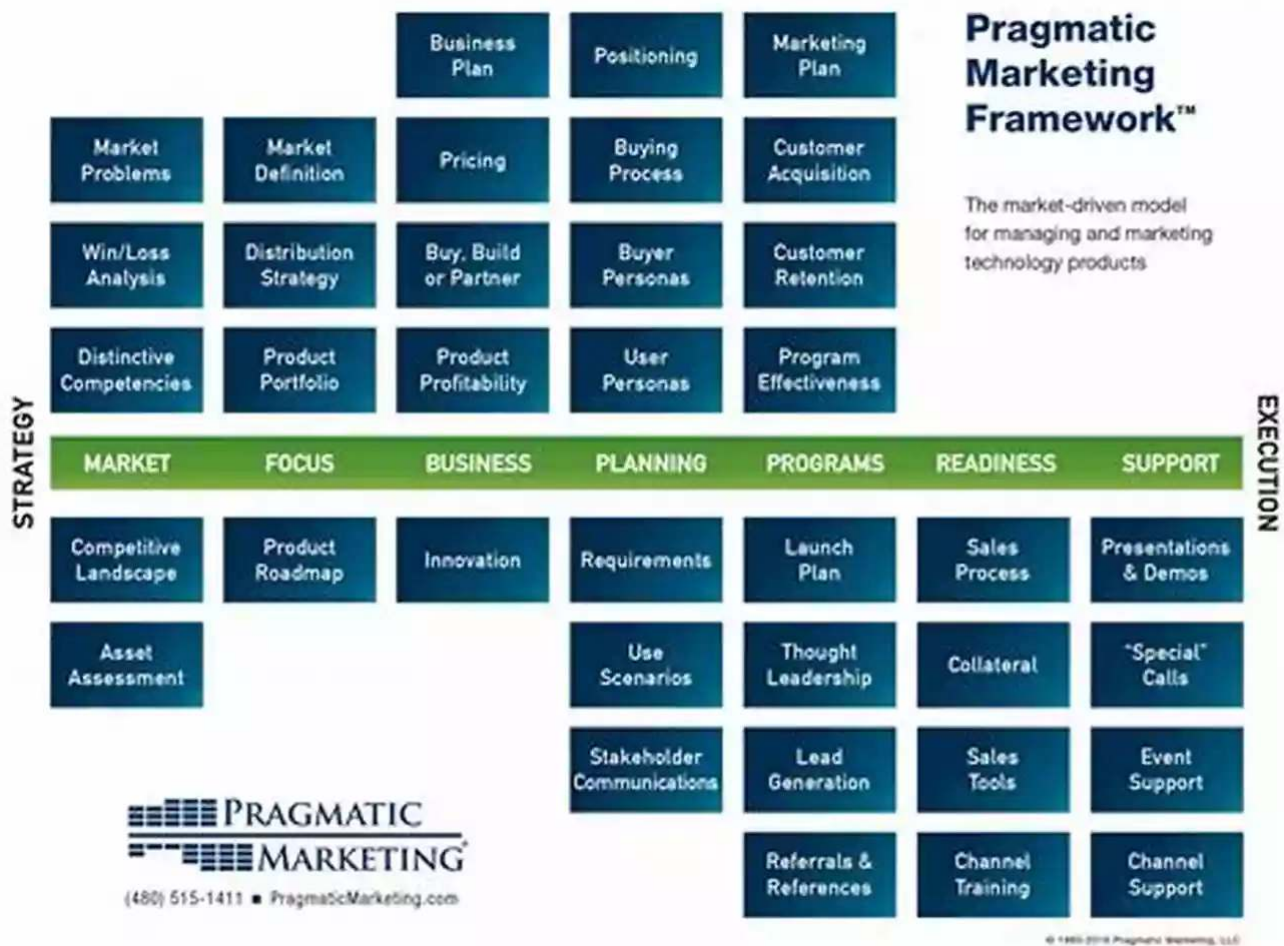


Unlock the Secrets to Product Management and Marketing Authority with Pragmatic Marketer Spring 2016



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Pragmatic Marketer Spring 2016: Product management and marketing authority

by David Waldstreicher (Kindle Edition)

★★★★☆ 4.1 out of 5

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File size : 2072 KB

Text-to-Speech : Enabled

Enhanced typesetting : Enabled

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Print length : 89 pages

Screen Reader : Supported



What Makes Pragmatic Marketer Spring 2016 Special?

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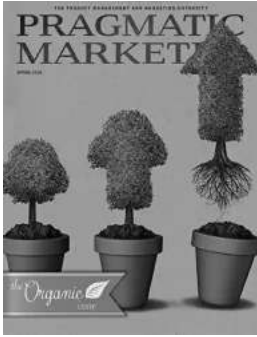
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WHEN IT COMES TO FOOD, ORGANIC is all the rage. There are whole sections of the grocery store focused on organic fruits and vegetables. It's featured front and center on packaging. And it comes with a premium price. In business, though, it's the inorganic growth we talk about most: mergers, acquisitions, partnerships, takeovers. Those are the stories that fill the news and grab the headlines. And they can be powerful tools, as Frank Tait writes about in this issue.

But what if we put just a little more focus on organic growth, on thinking about how we can leverage the products, organizations, processes, customers, markets, etc. already in place to drive growth? With the right focus, could we move beyond slow and steady growth and really start to drive the numbers and scale our business naturally? Those were the driving questions as we put together this issue of Pragmatic Marketer and why we've gathered a team of thought leaders to talk about everything from how to cultivate the right employees to how to grow through segmentation. And as always, we've tried to include actionable tools and tips you can implement immediately. So grab a coffee and dig in!



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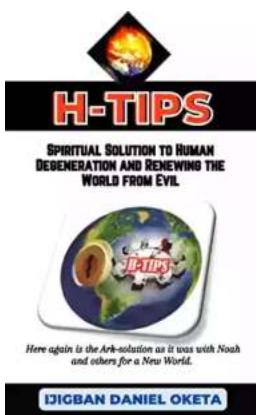
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