

## The Agile Marketer Turning Customer Experience Into Your Competitive Advantage

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The Agile Marketer: Turning Customer Experience Into Your ...

The Agile Marketer: Turning Customer Experience Into Your Competitive Advantage, according to Roland Smart, is about ushering a new “ Age of the Marketer ” complete with a new purpose and toolset. Specifically, the book discusses how marketers can get ahead of the trends through collaboration, flexibility, and a powerful shift in mindset.

The Agile Marketer Turning Customer Experience Into Your ...

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The Agile Marketer Turning Customer Experience Into Your ...

The Agile Marketer is a hands-on guide for marketers looking to move their marketing to a more customer-centric approach. Roland provides a practical guide explaining what Agile Marketing means, its benefits compared to more traditional marketing methods, and how to integrate Agile Marketing with your long-term marketing strategy.

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Agile Marketing: Moving At The Speed Of The Customer

