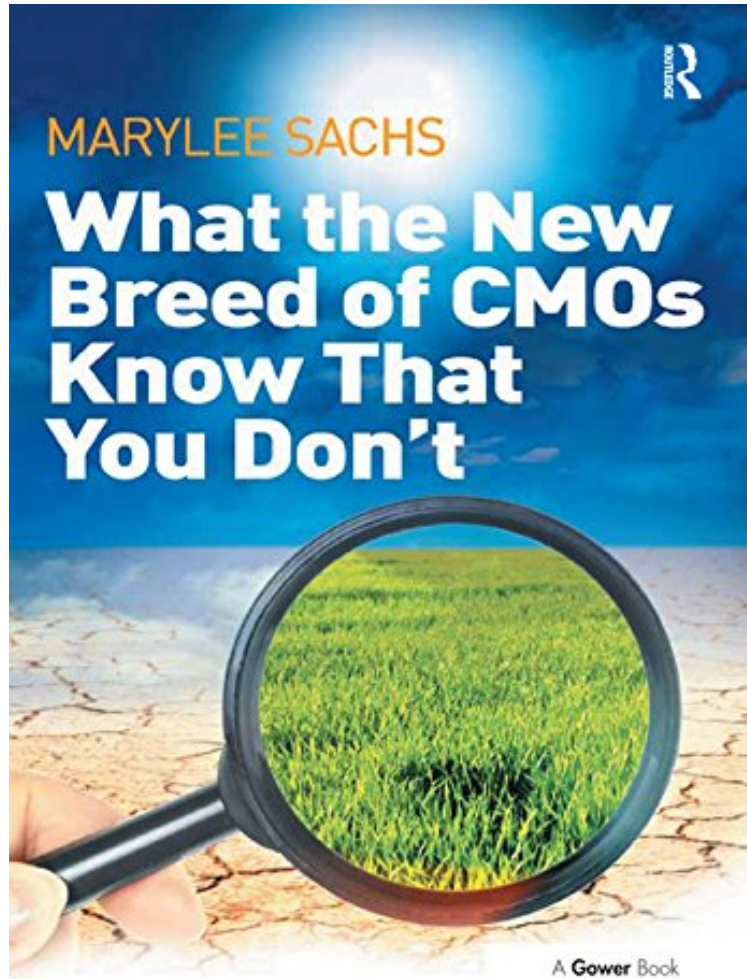


(Mobile library) What the New Breed of CMOs Know That You Don't

What the New Breed of CMOs Know That You Don't

MaryLee Sachs

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MaryLee Sachs : What the New Breed of CMOs Know That You Don't before purchasing it in order to gauge whether or not it would be worth my time, and all praised What the New Breed of CMOs Know That You Don't:

This book should be viewed as a primer for any new or aspiring CMO, C-suite peer to marketing, or marketer looking to 'up their game', and as such it provides a range of ideas, concepts, approaches and considerations from a wide range of CMOs who are driving significant transformation within their organizations. The chief marketing officer is arguably the least understood role in the C-suite by both the outside world and internal audiences. Job specifications differ widely - much more than for the chief executive officer (CEO), chief financial officer (CFO), or chief talent

officer. This book helps to define parameters for both B2C and B2B marketers and points to some game-changing strategies designed to lead change and deliver success. Following the success of her first book, *The Changing MO of the CMO*, MaryLee Sachs has drawn on her research and interviews with some of the most inventive new CMOs from companies in established and emerging markets. *What the New Breed of CMOs Know that You Don't* speaks to the future of marketing, the strategic value of the function and the role of the CMO.

'Having been a CMO in 4 different organizations, I have seen at first hand the dramatic changes in the role of the CMO over the last 15 years. The role continues to evolve and increase in importance and MaryLee's book provides incredible insight into the way the CMO role will continue to develop. It's a must read for aspiring and seasoned CMO's who are looking to keep ahead of the curve.' Guy W. Longworth, Senior Vice President PlayStation Brand Marketing Sony Computer Entertainment Americas

What the New Breed of CMOs Know That You Don't delivers enlightening and relevant examples of how successful CMOs have led business transformation by changing the culture of marketing. Access to this breadth of advice and experience will benefit any marketer, especially new CMOs.' Angie Kyle, CMO, Insurance Group, New York Life Insurance Company

'MaryLee knows what all CMOs need to know: the lines have completely blurred between all traditional marketing and communication practices - and nothing is traditional any more. The practical wisdom shared by smart marketing leaders creates a handbook for how CMOs can take integration to the next level of effectiveness and how collaboration redefines marketing's influence in the C-suite.' Christa Carone, Chief Marketing Officer, Xerox Corporation

'Once again, MaryLee Sachs offers an illuminating view of the crucial - and changing - role of the modern CMO. By focusing on newly-minted, next-generation CMOs, she offers fresh thinking and cutting edge ideas for marketing leadership.' Kevin Lane Keller, Tuck School of Business at Dartmouth College, USA

'An excellent source of information and ideas for how new generation CMOs are transforming their roles into enterprise-wide change agents.' Philip Kotler

'MaryLee Sachs, through her insightful research and interviews of CMOs, offers ideas and lessons for marketers responsible for leading a change agenda in their organizations.' John A Quelch, Charles Edward Wilson Professor of Business Administration, Harvard Business School, USA

'If you're interested in a look behind the curtain of the careers of high level marketers in today's environment, you will find this book engaging.' --B2B Marketing, July/August 2014

About the Author MaryLee Sachs launched her first book, *The Changing MO of the CMO* Acirc;shy; *How the Convergence of Brand and Reputation is Affecting Marketers*, at the Cannes Lions International Festival of Creativity in 2011, and she established her consultancy, Changing MO LLC, based on the tenets of the book. As the former global head of consumer marketing and US chair of a major WPP firm, she has focused on the CMO community, contributing to both *The CMO Club* and *the Marketing 50* as an advising member. She has over 28 years of integrated marketing experience in the international arena; she was resident in London for 17 years before returning to the US 11 years ago.