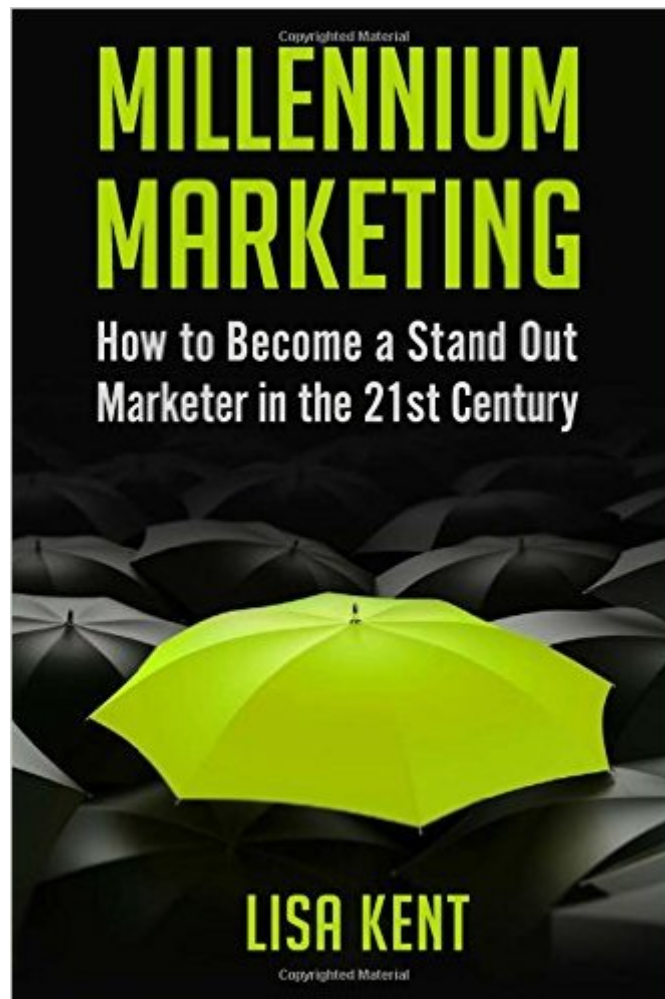


The book was found

Millennium Marketing: How To Become A Stand Out Marketer In The 21st Century



Synopsis

Marketing in the twenty-first century has evolved into a hybrid of off line and on line skills that require the marriage of classical and new marketing competencies along with stellar salesmanship. My reason for writing this book is to help current and would-be marketers see the connection between the foundations of marketing and all of the changes in the 21st Century. I have outlined what I believe is necessary to become a great marketer today and what we need to continue to learn to grow as innovators, brand marketers and strategists in 2017 and beyond. In Section One, I have laid out the skills and experiences that showcase the classical marketing skills that will never be surpassed by transitions in technology. These skills and talents were taught to me early in my marketing career and are important foundations today. In Section Two, I have summarized the skill sets needed for marketers in the 2000s -- the new millennium. This section explores the interrelationships between technology, social media, big data and effective marketing. Section Three showcases the timeless skills and principles I believe in; these help ensure business success and fulfillment for all of us -- marketers and managers alike. My intent with this book is to help young and newer marketers benefit from the breadth and depth of my experience over the years. I have been so fortunate to have been trained by some of the best, premier marketers in the world beginning with The J.L. Kellogg Graduate School of Management at Northwestern University, and by many stand out marketers at Procter & Gamble, Nestlé and Johnson & Johnson. My successes (and failures) led me to a series of incredible opportunities for applying these skills in my career path, including three years as CEO of a dot.com (Netgrocer.com), many years in consumer packaged goods, fifteen years (so far) leading The Luminations Group, an innovation and marketing strategy firm, and three years of teaching marketing at the college level. The real life lessons of 25 years in marketing helped me fill these pages with authentic examples and situations. Serious, funny, inspiring and sometimes painful -- all of it helped me become a better marketer and manager. I hope my journey will help you, too.

Book Information

Paperback: 132 pages

Publisher: 30 Day Bestseller, LLC (September 4, 2016)

Language: English

ISBN-10: 0692769404

ISBN-13: 978-0692769409

Product Dimensions: 6 x 0.3 x 9 inches

Shipping Weight: 7.2 ounces (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars Â Â See all reviews Â (1 customer review)

Best Sellers Rank: #250,062 in Books (See Top 100 in Books) #63 in Â Books > Business & Money > International > Global Marketing #476 in Â Books > Business & Money > Marketing & Sales > Advertising #1472 in Â Books > Business & Money > Accounting

Customer Reviews

I like this author's ability to simplify and clarify her information. I especially appreciate the "Take Away Tips" at end of chapters. They reinforce the information learned. Lisa Kent writes for those of us without a heavy marketing background.

[Download to continue reading...](#)

Millennium Marketing: How to Become a Stand Out Marketer in the 21st Century Marketing:
Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To
Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books
1) Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network
marketing, multi level marketing, mlm, direct sales) Digital Marketing Handbook: A Guide to Search
Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and
Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies &
Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing,
E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine
Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing
The 7 Figure Realtor: Become a Mega Marketer, Sustain Mega Income & Experience Mega
Success The Confessions: (Vol. I/1) Revised, (The Works of Saint Augustine: A Translation for the
21st Century) (The Works of Saint Augustine: A Translation for the 21st Century, Vol. 1) Belwin's
21st Century Guitar Method, Bk 1: The Most Complete Guitar Course Available, Book, DVD &
Online Audio, Video & Software (Belwin's 21st Century Guitar Course) Belwin's 21st Century Guitar
Ensemble 1: The Most Complete Guitar Course Available (Student Book) (Belwin's 21st Century
Guitar Course) Belwin's 21st Century Guitar Staff Manuscript Book (Belwin's 21st Century Guitar
Library) Millennium Dome Pop-up Book (DK millennium range) The Rise of the Platform Marketer:
Performance Marketing with Google, Facebook, and Twitter, Plus the Latest High-Growth Digital
Advertising Platforms Network Marketing for Introverts: Guide to Success for the Shy Network
Marketer Stand Out & Succeed: Discover Your Passion, Accelerate Your Career and Become
Recession-Proof Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A

step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing)

[Dmca](#)