

1. Record Nr.	UNINA9910254950803321
Autore	Steimle Josh
Titolo	Chief Marketing Officers at Work [[electronic resource] /] / by Josh Steimle
Pubbl/distr/stampa	Berkeley, CA : , : Apress : , : Imprint : Apress, , 2016
ISBN	1-4842-1931-7
Edizione	[1st ed. 2016.]
Descrizione fisica	1 online resource (XVI, 330 p. 1 illus. in color.)
Disciplina	658.8
Soggetti	Marketing Success in business Careers Leadership Careers in Business and Management Business Strategy/Leadership
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Chapter 1: Seth Farbman -- Chapter 2 : Heather Zynczak -- Chapter 3: Brian Kenny -- Chapter 4: Louis Gagnon -- Chapter 5: Kevin Marasco -- Chapter 6: Kraig Swensrud -- Chapter 7: Patrick Adams -- Chapter 8: Edith Wong -- Chapter 9: Michael Mendenhall -- Chapter 10: Virginie Glaenzer -- Chapter 11: Ada Chen Rekhi -- Chapter 12: Kieran Hannon -- Chapter 13: Phil Bienert -- Chapter 14: Margaret Molloy -- Chapter 15: Tom Buday -- Chapter 16: John Costello -- Chapter 17: Luanne Calvert -- Chapter 18: Trish Mueller -- Chapter 19: Peter Horst -- Chapter 20: Brian Beitler -- Chapter 21: Walter Levitt -- Chapter 22: Geraldine Calpin -- Chapter 23: Matt Price -- Chapter 24: Susan Lintonsmith -- Chapter 25: Linda Boff -- Chapter 26: Lauren Crampsie -- Chapter 27: Jeff Jones -- Chapter 28: David Doctorow -- Chapter 29: Rishi Dave.
Sommario/riassunto	Read 29 in-depth, candid interviews with people holding the top marketing roles within their organizations. Interviewees include CMOs and other top marketers from established companies and organizations—such as Linda Boff of GE, Jeff Jones of Target, and Kenny Brian of the Harvard Business School—to startups—such as Matt Price

of Zendesk, Seth Farbman of Spotify, and Heather Zynczak of Domo. Interviewer Josh Steimle (contributor to business publications such as Forbes, Mashable, and TechCrunch and founder of an international marketing agency) elicits a bounty of biographical anecdotes, professional insights, and career advice from each of the prominent marketers profiled in this book. Chief Marketing Officers at Work: Tells how CMOs and other top marketers from leading corporations, nonprofits, government entities, and startups got to where they are today, what their jobs entail, and the skills they use to thrive in their roles. Shows how top marketing executives continuously adapt to changes in technology, language, and culture that have an impact on their jobs. Locates where the boundaries between role of CMOs and the roles of CEOs, CTOs, and COOs are blurring. Explores how the CMO decisions are now driven by data rather than gut feelings. The current realities in marketing are clearly revealed in this book as interviewees discuss the challenges of their jobs and share their visions and techniques for breaking down silos, working with other departments, and following the data. These no-holds-barred interviews will be of great interest to all those who interact with marketing departments, including other C-level executives, managers, and other professionals at any level within the organization.

---