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Autore	Siciliano, Enzo
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Soggetti	Pasolini, Pier Paolo
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Livello bibliografico	Monografia
2. Record Nr.	UNINA9910828192503321
Autore	Brinker Scott <1971->
Titolo	Hacking marketing : agile practices to make marketing smarter, faster, and more innovative / / Scott Brinker
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Nota di contenuto	Chapter 5: Marketers Are Software Creators NowMarketing-Managed Software Projects; Marketing Automation Is Programming; From Copy

to Code; Note; Chapter 6: Parallel Revolutions in Software and Marketing; Software's Twenty-First-Century Revolution; Marketing's Twenty-First Century Revolution; Two Parallel Revolutions; Chapter 7: Adapting Ideas from Software to Marketing; Pragmatic versus Dogmatic; Part II: Agility; Chapter 8: The Origins of Agile Marketing; The Original Agile Manifesto; A Blossoming of Agile and Lean Methods; The Lean Start-Up; The Agile Marketing Movement; Notes Continuous Programs and ProcessesNotes; Chapter 13: Visualizing Work and Workflow to Prevent Chaos; Designing Your Own Kanban Board; A Five-Stage Marketing Kanban Board; Limiting Work in Progress; The Pull Principle; Creative Variations of Kanban Boards; Note; Chapter 14: Tasks as Stories along the Buyer's Journey; Thinking in Stories, Not Tasks; Stories in the Backlog, Tasks in the Sprint; The Backlog as an Agile Management Tool; Epics and Stories of Many Sizes; Notes; Chapter 15: Agile Teams and Agile Teamwork; The Size and Makeup of Agile Teams; The Value of Distributed Leadership Transparency and Team CommunicationRemote Teams Can Be Agile, Too; Notes; Chapter 16: Balancing Strategy, Quality, and Agility; Quality Control in Agile Marketing; Strategy Drives Agile Sprints; Agile Strategy above the Sprints; Notes; Chapter 17: Adapting Processes, Not Just Productions; Retrospectives to Continually Improve How; No Rules, except Your Own; Note; Part III: Innovation; Chapter 18: Moving Marketing from Communications to Experiences; Messages, Media, and Mechanisms; Interactive Content; Marketing as User Experience; Notes Chapter 19: Marketing in Perpetual Beta with an Innovation Pipeline

Sommario/riassunto

"Apply software-inspired management concepts to accelerate modern marketing In many ways, modern marketing has more in common with the software profession than it does with classic marketing management. As surprising as that may sound, it's the natural result of the world going digital. Marketing must move faster, adapt more quickly to market feedback, and manage an increasingly complex set of customer experience touchpoints. All of these challenges are shaped by the dynamics of software--from the growing number of technologies in our own organizations to the global forces of the Internet at large. But you can turn that to your advantage. And you don't need to be technical to do it. Hacking Marketing will show you how to conquer those challenges by adapting successful management frameworks from the software industry to the practice of marketing for any business in a digital world. You'll learn about agile and lean management methodologies, innovation techniques used by high-growth technology companies that any organization can apply, pragmatic approaches for scaling up marketing in a fragmented and constantly shifting environment, and strategies to unleash the full potential of talent in a digital age. Marketing responsibilities and tactics have changed dramatically over the past decade. This book now updates marketing management to better serve this rapidly evolving discipline. Increase the tempo of marketing's responsiveness without chaos or burnout Design "continuous" marketing programs and campaigns that constantly evolve Drive growth with more marketing experiments while actually reducing risk Architect marketing capabilities in layers to better scale and adapt to change Balance strategic focus with the ability to harness emergent opportunities As a marketer and a manager, Hacking Marketing will expand your mental models for how to lead marketing in a digital world where everything--including marketing--flows with the speed and adaptability of software"--