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Nota di contenuto	Challenges of a New Era -- Successful Companies of Tomorrow -- Focus on Customers -- Marketing in Transition -- Agile Marketing: Values, Principles and the Right Mindset -- The Three Levels of Action of Marketing -- Methods and Tools -- Implementation - The First Steps -- Conclusion.
Sommario/riassunto	This book offers a comprehensive guide to establishing marketing organizations and teams based on Agile principles. By emphasizing a customer-centric mindset, flexible structures, cross-functional collaboration, and continuous success measurement, agility empowers marketing teams to strengthen customer relationships, foster innovation, and amplify organizational impact. When implemented effectively, agile marketing positions teams as true business enablers within their organizations. In light of recent global challenges—such as the pandemic, economic shifts, and rapid technological advancements—the need for adaptability has become more critical than

ever. This book delves into developing an agile mindset, values, and principles while providing practical methods and tools for operationalizing agile marketing. Readers will gain insights into positioning marketing as a strategic business enabler and thriving in dynamic environments, transforming marketing into a key success factor for their organizations. Targeted at marketing professionals, business leaders, and academics, this book is an essential resource for anyone looking to leverage agility to gain a competitive edge in today's fast-changing world. .
