

*The Agile Marketer Turning Customer Experience Into Your Competitive Advantage*







### **The Agile Marketer Turning Customer**

Freshness. The Agile Marketer: Turning Customer Experience Into Your Competitive Advantage, according to Roland Smart, is about ushering a new “Age of the Marketer” complete with a new purpose and toolset. Specifically, the book discusses how marketers can get ahead of the trends through collaboration, flexibility, and a powerful shift in mindset.

### **The Agile Marketer: Turning Customer Experience Into ...**

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The Agile Marketer: Turning Customer Experience Into Your Competitive Advantage [Roland Smart] on Amazon.com. \*FREE\* shipping on qualifying offers. The marketer's guide to modernizing platforms and practices Marketing in the digital era is a whole new game: it's fundamentally about competing on the customer experience. Marketers must integrate a complex set of technologies to capture the ...

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The Agile Marketer: Turning Customer Experience Into Your Competitive Advantage. Rich with examples, case studies, illustrations, and exercises drawn from the author's wide-ranging experience (from startups to a top global technology company), The Agile Marketer will help you transform marketing in your organization, in spirit and practice—and help realize its critical roles in product management and the customer experience.

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The Agile Marketer: Turning Customer Experience Into Your Competitive Advantage by Roland Smart. Roland Smart serves as the VP of Social and Community Marketing at Oracle, where he oversees a range of programs designed to enrich the communities associated with Oracle's products and services.

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