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A strong marketing strategy is one of the key components of building a successful company. Despite its importance, it is also one of the elements of business that companies most often struggle with.

5 Common Marketing Mistakes You Need to Look Out For

Type 7 errors are compound errors. In researcher-speak, "cases of cascade iatrogenesis are those in which erroneous action allows forces to interact that were erroneously analyzed, creating more ...

To Avoid Making these 7 Classic Strategic Mistakes, Science Says Ask Yourself 5 Questions

This way your sales and marketing teams can spend their energy ... to communicate with a particular customer.

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But, there's a problem! Not every business can leverage all these benefits of ...

How businesses can create a successful CRM strategy

The COVID-19 pandemic has shined a light on a social problem ... points—from strategy, governance, leadership development and finance to operations, clinical care, and marketing.

Health systems can and must do more to address health disparities

I was strongly tempted to just leave it in the drawer and get on with my life, but deep down I thought the book had merit, and it had taken years of work. So, with great reluctance, I decided to ...

Should I self-publish?

Arthur comes to Duality from Unbound Security (acquired by Coinbase), where she led the company's marketing practice, after a string of appointments at companies including Microsoft and

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Mimecast. At ...

Big Data Career Notes: May 2022 Edition

You can use social media to create engaging content around how your product works, what it offers, how users can benefit from it, and how it solves significant problems—pushing users further ...

SaaS Startups' 12 Step Guide To Building Stellar Social Media Presence

Berks Launchbox presents a “STEAM Innovation Open House,” from 10 a.m. to 2 p.m. At this hands-on open house, students in grades 4-12 will ... strategy from the strategic marketing plan.

Business Weekly Agenda for May 3

Get local news delivered to your inbox! Questions arise over police delays with gunman inside school UVALDE, Texas (AP) — Authorities say the 18-year-old gunman who killed 21 people at a Texas

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Be the first to know

To hear Miller tell it, the current rare-disease landscape, in terms of marketing and research and community interaction ... EVP and director of strategic services at Patients & Purpose, who has been ...

Rare disease marketing has become a family affair

The Food and Drug Administration authorized Pfizer's drug for adults and children age 12 ... strategy, governance, leadership development and finance to operations, clinical care, and marketing.

Administration expands availability of COVID antiviral pill

The Independent used to have two separate apps – Independent Daily Edition (a digital ... to Known first-party data strategy. Jo Holdaway, chief data and marketing officer at The Independent ...

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Why The Independent combined two apps into one in quest for 4m registered users

From its offices in Santa Monica and London, Ashland Hill expects to close upwards of 25 deals in the next 12 months ... a stint as vice president of strategic marketing at MGM.

Film Industry Veterans Launch Ashland Hill Media Finance (EXCLUSIVE)

A differentiated digital content strategy and client experience is crucial ... which comprised the bulk of marketing expenses pre-pandemic. The unpredictability of the pandemic has caused firms ...

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