



## Think - Engage - Thrive: Marketing Actions to Skyrocket Your Brand in the Digital Age (Paperback)

By Philip Masiello

Appsydo, LLC, 2017. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.TRIPLE YOUR BUSINESS Digital marketing has transformed how business is done. Today it is easier than ever to get your message in front of customers. The problem is, it is easier for your competition, too. So how do you make your brand stand out from the crowd? How can tools like Google Analytics help you engage with what customers love and do? Confronting a mountain of data, how can you make your business thrive? Philip Masiello, CEO of Hound Dog Digital Marketing, can tell you. Fueled by decades of his experience in marketing strategy and entrepreneurship, Masiello's THINK ENGAGE THRIVE! tears down marketing models created in a data-poor age, offering common sense alternatives that take marketing out of the textbook, into the real world. Through stories of lessons he learned as an entrepreneur, TV shopping marketer, and million dollar Amazon seller, Masiello contrasts dysfunctional corporate cultures with the best-known companies doing marketing right, including Apple, Amazon, and Dunkin Donuts. In THINK ENGAGE THRIVE! you will learn to use today's unprecedented customer data tools to intelligently target your customers. By applying the principles...



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