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The Agile Marketer is a hands-on guide for marketers looking to

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Marketing book that will help you move their marketing to a more customer-centric approach. Roland Berger provides a practical guide explaining what Agile Marketing means, its benefits compared to more traditional marketing methods, and how to integrate Agile Marketing with your long-term marketing strategy.

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X-Ray: • Priority #1 =
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through early and
continuous delivery of
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welcome and plan for
change. Our
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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

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Marketer capture the customer's digital body language—and thereby deliver the right experiences, at the right times, via the right channels.

*The Agile Marketer :
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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.

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us dramatically

accelerate time to

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functions and our

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*Agile Marketing:
Moving At The Speed Of
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An exploration of Agile Marketing All thoughts expressed here are either Dwayne's attempts to parse out what Roland is saying or Roland Smart's words from his book "The Agile Marketer: Turning Customer Experience Into Competitive Advantage How to read this. If it is in quotes ("") then it came from

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the book.

*Turning
Agile Marketing
Customer
Research*

Agile marketing: Turning theory into practice Anyone who's been in marketing for any length of time knows the nature of the function has changed dramatically. Once chiefly guardians of the corporate brand,

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Marketers are

increasingly expected to
drive revenue and
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lingua franca for the two
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One of Agile's
strengths in the
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Taking its roots from the Agile Manifesto for software development, Agile Marketing is a means to 'create, communicate and deliver unique value to an always-changing customer in an always-changing market'.

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