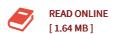




Agile Marketing: Building Endurance for Your Content Marketing Efforts

By Jeff Julian

Squared Digital. Paperback. Condition: New. 392 pages. Dimensions: 9.0in. x 6.0in. x 0.9in.Each year marketing teams are asked to produce more content than the previous year while reaching an audience that is always changing. To accomplish these requests, we need a new set of tools for managing the way we produce content. These tools should allow our team to monitor our strategy, organize the development of our content, and provide the internal metrics we need to show our executive teams the cost associated with developing meaningful content. We need to be more agile. For nearly 15 years, Jeff Julian has used Agile processes to manage hundreds of software projects. These projects scaled from small teams with simple web applications, all the way up to large teams creating mission critical systems for the enterprise. These tools have proven useful for managing projects that last over an extended period, deliver assets frequently, and adapt to the changes that occur in the business. Content Marketing, when viewed with the original intent of the phrase based on practitioners who have seen success with the model, has many core aspects that align with the Agile process. Since the launch of his online community in 2003,...



Reviews

A must buy book if you need to adding benefit. It can be rally fascinating throgh studying period of time. I am just happy to explain how this is the very best ebook i actually have read within my individual existence and could be he finest book for ever.

-- Cydney Hand

Excellent e-book and useful one. It can be rally intriguing throgh looking at time period. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Pasquale Klocko

See Also



Dont Line Their Pockets With Gold Line Your Own A Small How To Book on Living Large

Madelyn D R Books. Paperback. Book Condition: New. Paperback. 106 pages. Dimensions: 9.0in. x 6.0in. x 0.3in. This book is about my cousin, Billy a guy who taught me a lot over the years and who can teach you a lot. Everyone who...



The Day I Forgot to

Tate Publishing. Paperback. Book Condition: New. Paperback. 28 pages. Dimensions: 8.7in. x 5.8in. x 0.3in.Alexis is an ordinary five-year-old who likes to run and play in the sandbox. On her first day of Kindergarten, she makes her first school-aged friend, Elizabeth, and...



DK Readers Animal Hospital Level 2 Beginning to Read Alone

DK CHILDREN. Paperback. Book Condition: New. Paperback. 32 pages. Dimensions: 8.9in. x 5.8in. x 0.1in.This Level 2 book is appropriate for children who are beginning to read alone. When Jack and Luke take an injured duck to the vet, it is just...



Too Old for Motor Racing: A Short Story in Case I Didnt Live Long Enough to Finish Writing a Longer One

Balboa Press. Paperback. Book Condition: New. Paperback. 106 pages. Dimensions: 9.0in. x 6.0in. x 0.3in.We all have dreams of what we want to do and who we want to become. Many of us eventually decide it is too late; we have missed...



Summer Fit Preschool to Kindergarten Math, Reading, Writing, Language Arts Fitness, Nutrition and Values

Summer Fit Learning. Paperback. Book Condition: New. Paperback. 160 pages. Dimensions: 10.6in. x 8.3in. x 0.5in.Summer Fit Activity Books move summer learning beyond academics to also prepare children physically and socially for the grade ahead. Academic exercises are based on Common Core...



DK Readers Day at Greenhill Farm Level 1 Beginning to Read

DK CHILDREN. Paperback. Book Condition: New. Paperback. 32 pages. Dimensions: 8.8in. x 5.7in. x 0.2in.This Level 1 book is appropriate for children who are just beginning to read. When the rooster crows, Greenhill Farm springs to life. Join the ducklings, cows, and...