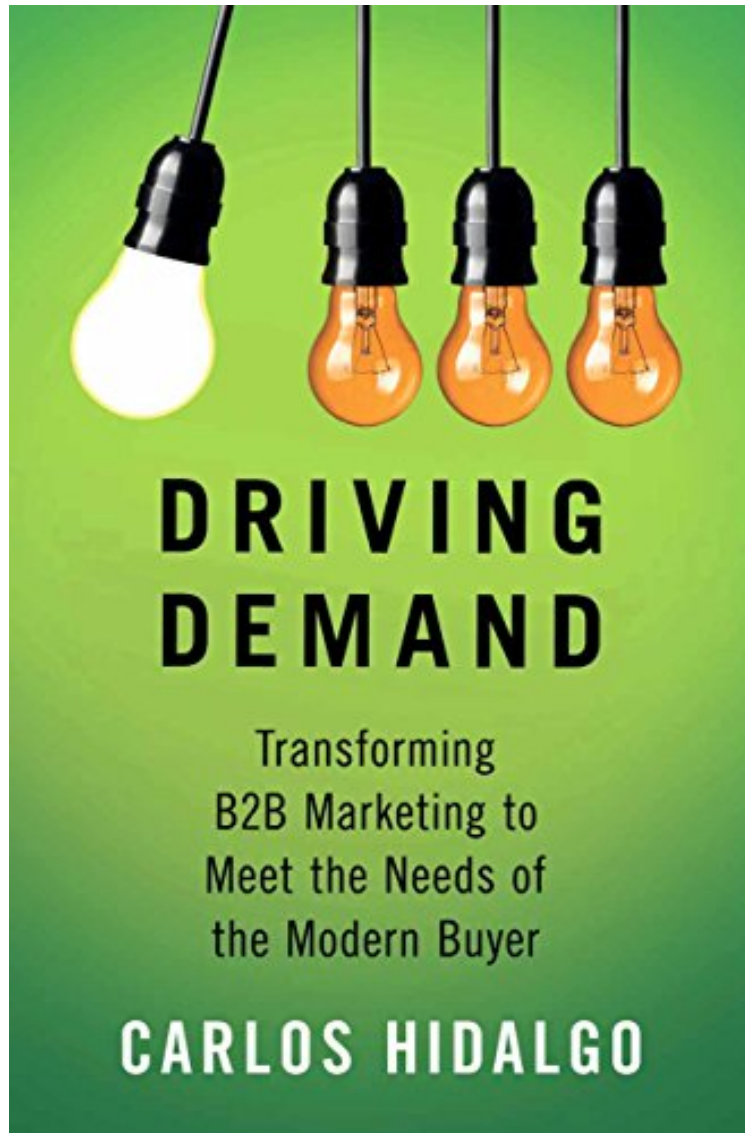


[Ebook free] Driving Demand: Transforming B2B Marketing to Meet the Needs of the Modern Buyer

Driving Demand: Transforming B2B Marketing to Meet the Needs of the Modern Buyer

Carlos Hidalgo

*ebooks / Download PDF / *ePub / DOC / audiobook*



[Download](#)

[Read Online](#)

#432100 in eBooks 2015-11-16 2015-11-16 File Name: B0149787CW | File size: 72.Mb

Carlos Hidalgo : Driving Demand: Transforming B2B Marketing to Meet the Needs of the Modern Buyer before purchasing it in order to gauge whether or not it would be worth my time, and all praised Driving Demand: Transforming B2B Marketing to Meet the Needs of the Modern Buyer:

0 of 0 people found the following review helpful. Many pragmatic examples of modern B2B demand generation from an expert in the field By Randall Byrne This is an excellent, modern book that provides excellent, pragmatic advice as to how to transform the B2B marketing function to match the way customers go about buying these days. The author's

extensive experience is shared in a way that is actionable for many marketing (and sales) leaders, yet also points out prior experiences that did not work - and why this was the case. A lot of the examples include advice as to how to navigate the resistance to change that so many organizations suffer from, but after reading this book it should give the marketer who is willing to challenge the status quo the added confidence needed to press forward and take on the challenge of transforming one's organization. 0 of 0 people found the following review helpful. Realistic Demand Generation Integration Overview By P. Schneider Great demand generation strategy book. Addresses the benefits and challenges of integrating demand generation strategy into your company. It includes solutions in communicating with stakeholders, the necessary workflows, and what it takes to pull together a working Demand Generation system. Especially find the list of metrics per journey stage to be helpful. 1 of 1 people found the following review helpful. ESSENTIAL read for every growth marketing professional By Michael The strategy, tools, and frameworks laid out in this book are so valuable, I'm surprised they were made public. It's the secret sauce I've been looking for to take demand generation and overall organizational growth to a whole new level. Highly recommend.

Carlos Hidalgo provides a clear roadmap and framework on how B2B organizations can implement change management and transform their Demand Generation. Case studies and excerpts from B2B marketing practitioners and ANNUITAS clients who have transformed their organizations and how they accomplished this change are incorporated throughout the book.

"Carlos deftly breaks down both the new and classic challenges to building programs that continuously deliver demand through sales and marketing, all while actually differentiating your product or service from the pack. This book is as thorough as it is accessible. I would recommend it to anyone who needs to create demand and doesn't want to follow victim to the usual shortsighted traps organizations often fall into." -Jesse Noyes, Vice President of Product Marketing, Content Communications, Kapost 'Driving Demand provides B2B marketers with two truly hard things to find: a strategic framework for their demand generation program and specific tactics that provide a real "how-to" on execution. Carlos includes real stories that transform a potentially esoteric topic into a great read. Driving Demand is an essential book for any B2B marketing organization.' -Craig Rosenberg, Chief Analyst, TOPO "Compelling! For B2B marketing leaders assessing the challenge of Demand Generation Transformation and asking, 'Is it worth it?' - Driving Demand is the manifesto that proves the value and provides the roadmap to manage change as you get the job done." -Ardath Albee, author, Digital Relevance: Developing Content and Strategies that Drive Results "At this point, there is no doubt that all B2B marketing organizations need modern demand generation strategies. All too often, these companies think buying technology is all that's needed - but that's just not true. Driving Demand is a must-read blueprint for everything ELSE that's required for success, including aligning people, process, and content with technology, including tips for the hard issues of change management and transformation." -Jon Miller, CEO and Co-Founder of Engagio About the Author Carlos Hidalgo is the CEO and Principal at ANNUITAS, Inc., a leading Demand Generation and Change Management Firm. In his role, Hidalgo works with CMOs and marketing leaders in an effort to transform their demand generation discipline and ensure there is alignment throughout the people, process, content and technology i.e. Demand ProcessSM. Many Fortune 500 companies across multiple business sectors have relied on Carlos and his team at ANNUITAS to shape and guide their Demand Generation transformation. Carlos has over 20 years' experience as both a practitioner and consultant in B2B marketing and is a recognized thought leader in the marketing industry. As an international speaker and avid blogger, he is often sought after for his opinion on trends and happenings in the B2B marketing industry.