

## Hacking Marketing Agile Practices To Make Marketing Smarter Faster And More Innovative

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Books – Agilify – Agile Training

I ' m the author of the book Hacking Marketing: Agile Practices to Make Marketing Smarter, Faster, and More Innovative published by Wiley. My goal was to help marketers at all levels — even those with no technical background or inclination — adapt marketing management to the wild and wonderful whirlwind of a world now dominated by software.

Published - Chief Marketing Technologist

Hacking Marketing Agile Practices to Make Marketing Smarter, Faster, and More Innovative By: Scott Brinker

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