



## Hillstrom s 2011 Almanac: Restoring Sanity to Marketing, Analytics, and Leadership with 365 Facts, Opinions, and Ideas to Immediately Improve Business Results (Paperback)

By Kevin Hillstrom

Createspace, United States, 2010. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Kevin Hillstrom, the author of numerous books, a must-read marketing and analytics blog, and a highly engaging Twitter presence, is pushing the envelope once again with the release of Hillstrom s 2011 Almanac. This unique format offers readers one marketing, analytics, or leadership tip per day. The goal is to not overwhelm the reader with too much detail or too many facts. Instead, Mr. Hillstrom avoids complex math and geeky formulas, focusing on common sense tactics and approaches to improve your marketing, analytics, and leadership efforts. The reader will not be exposed to what Mr. Hillstrom calls marketing slush, the hype of new technology and methodology that we read on a daily basis. Mr. Hillstrom asks the reader to focus on doing what is best for your customer, based on your knowledge of your business. Mr. Hillstrom exposes myths, offering practical solutions to everyday problems in e-commerce, retail, and catalog marketing. The reader will enjoy implementing hundreds of unique and proprietary tips, tips acquired via two decades of in-the-trenches work at companies like Nordstrom, Eddie Bauer, Lands End, and more than fifty clients...



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