

The Activation Imperative How To Build Brands And Business By Inspiring Action

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The Activation Imperative takes marketing strategy to a new level, demanding more from marketing and marketers. Rosen and Minsky bring cohesion, structure, and direction to an increasingly fragmented marketing environment. They show how to weave digital and traditional channels together to build powerful and cost-effective marketing campaigns.

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The Activation Imperative - Harvard Business Review

Marketing experts William Rosen and Laurence Minsky offer the "Activation Imperative Method" for achieving "cross-functional synergies" in all of your promotional efforts across every channel. The text shows marketers how to leverage and align various media channels to enhance the impact of their marketing and offers a logical, helpful ...

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Imperative | Definition of Imperative by Oxford Dictionary ...

Using this configuration, you can activate the GreetingService without using an .svc file. Note that <serviceHostingEnvironment> is an application level configuration. You have to place the web.config containing the configuration under the root of the virtual Application.

<serviceActivations> | Microsoft Docs

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Q&A on the Book How to Be an Inclusive Leader

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