



What Really Counts for CEOs. Connect the Dots Between Marketing & Sales. Regain Control of Your Company's ROI.

Gal S. Borenstein

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At the end of the day, you, the CEO must determine what is and isn't working for your company. Yet, trapped by old-school marketing practices that don't fit your company, and perpetuate finger-pointing between sales and marketing, it's hard to break through and grow to the next level. That's unless you were able to make your marketing a science, and quickly discern What Really Counts.

It's a brave new world for CEOs; from old-school print advertising to Web 2.0 social networks and the emergence of digital strategies, CEOs of every sized company still have no idea which part of their marketing works, which part doesn't and what they should invest in to enhance their company's long-term success. This confusion leads to CEOs spending more marketing budget dollars than necessary, squandering profit margins and resources that could be used elsewhere.

If the CEO does not understand which parts of the marketing effort are producing the best ROI, there is a strong likelihood that he/she will cut the very infrastructure required to restore the company's vitality.

What Really Counts for CEOs, uncovers the key challenges CEOs face, and gives you the tools needed to treat marketing as a science. You will be asked to think differently, to ask the right questions to your marketing, sales and communication teams that will produce better answers that lead to meaningful metrics resulting in marketing outcomes that can be repeated and adjusted accordingly. In short, you will find out What Really Counts and make it work hard for your money.

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