

Multichannel Marketing Ecosystems Creating Connected Customer Experiences

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Multi-Channel Marketing Ecosystems is a collection of articles written by 35 individual contributors from around the world, edited by Markus Stahlberg and Ville Maila. Markus is the CEO of Phenomena Group Ltd, and Ville is the Planning Director. Phenomena group was the first shopper marketing company to be founded in Europe.

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A thoughtful and actionable book about the shift from a single TV-centric path to a multichannel interactive ecosystem which puts digital technology at the heart of every brand and every marketing campaign. 32 chapters, well written by some of the leading practitioners of digital marketing today.

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The Nexus Award for Best CX Ecosystem honors an organization that architects a connected CX ecosystem with a CRM, third-party cloud apps, or API integration. What's clear from this year's entrants is this: Connected customer experiences are at the heart of these digital transformations.