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CONVERGE: TRANSFORMING BUSINESS AT THE INTERSECTION OF MARKETING AND TECHNOLOGY



BRILLIANCE AUDIO, 2014. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. The leaders of Razorfish share their strategies for merging marketing and IT. To create rich, technologically enabled experiences, enterprises need close collaboration between marketing and IT. Converge explains how the merging of technology, media, and creativity is revolutionizing marketing and business strategy. The CEO and CTO of Razorfish, one of the world's largest digital marketing agencies, give their unique perspective on how to thrive in this age...

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- Authored by Bob W Lord
- Released at 2014



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