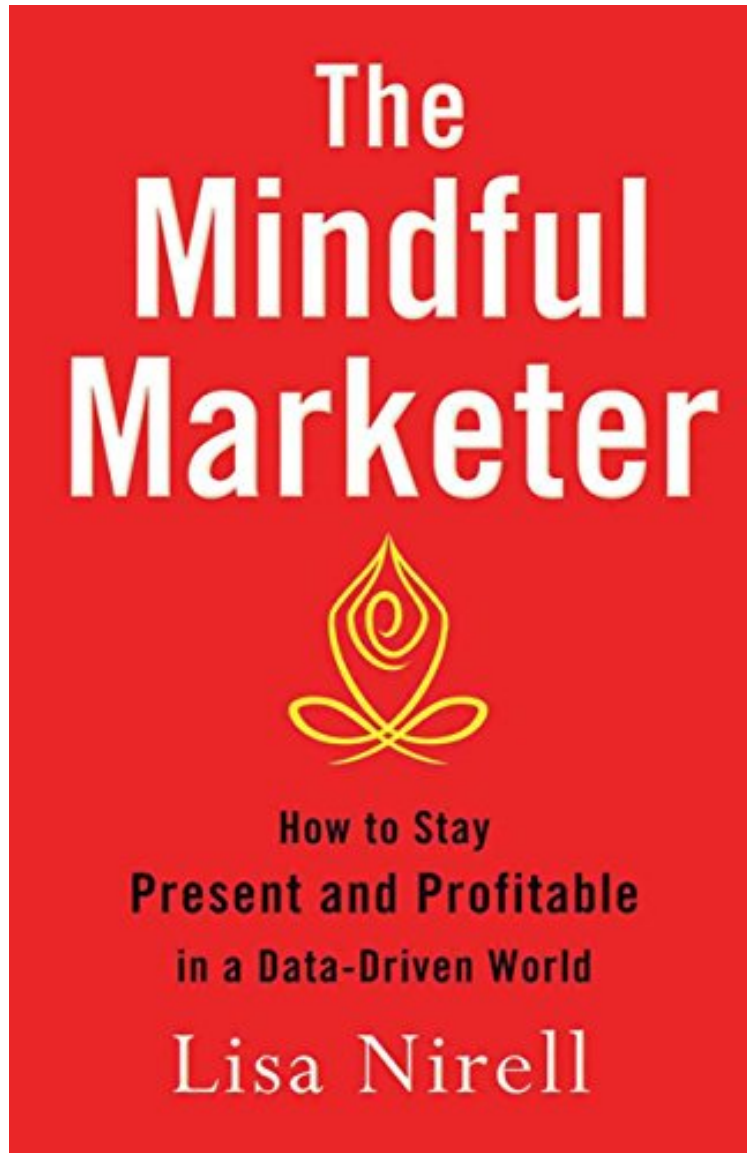


[Ebook free] The Mindful Marketer: How to Stay Present and Profitable in a Data-Driven World

# The Mindful Marketer: How to Stay Present and Profitable in a Data-Driven World

*Lisa Nirell*

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**Lisa Nirell : The Mindful Marketer: How to Stay Present and Profitable in a Data-Driven World** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Mindful Marketer: How to Stay Present and Profitable in a Data-Driven World:

1 of 1 people found the following review helpful. Helpful, inspiring and informativeBy Ewa WojciechowskaMarketers today are faced with way too many mutually exclusive tasks. All they hear is "do more! learn more! work faster!". The

point is that it doesn't lead anywhere. We are just distracted, multitasking and chaotic. In that highly uncertain, fast-changing environment marketers don't only become more and more stressed (personally unhappy, overworked and vulnerable to burnout), but also less efficient. Paradoxically a lot of doing, rush and pressure doesn't deliver profit. Lisa Nirell's book reminds of some core values which are often missed in that havoc: the importance of clear idea, focus, listening and communication. It really helps to:- fight distractions and concentrate on tasks that really require attention- implement careful, productive and reasonable planning- find a good way to communicate between CMOs, CFOs, CEOs and CIOs- discover new ways of collecting customer feedback- accept that you don't control everything around. Mindful Marketer really shifts your mindset and provides a set of useful tools for change. It's filled with case studies, specific information and tips, and the book is wonderfully written. I recommend it to all fellow marketers, because it really makes you think and inspires. 1 of 1 people found the following review helpful. Great resource for thriving marketing leaders. By Diana Jones This book is a great resource for anyone wanting to refresh their marketing ideas and practice. Packed with insights, examples, tools, tips and stimulating questions, Lisa Nirell is a generous author. Current times with big data driving decisions, and everyone having ideas on how company marketing should be, Nirell invites marketers to think, and be mindful of their relationships with their customers. Her depth of business experience shines through as she blends concepts and tools from spiritual practices with effective marketing methods. Significantly, she tackles unproductive marketing habits, navigates frequently noticed organization dilemmas to deliver the keys to mindful relevant customer relationships. 1 of 1 people found the following review helpful. Refreshing yet powerful insight By Edwin Winder The Mindful Marketer is a refreshing yet powerful look at how to stay present, focused, and effective in a hectic world of information overload. Lisa provides compelling insights supported by extensive research and real world personal and shared experiences. The Inner Marketing Guru Inquiries provide helpful guideposts for the reader to chart a personal path to a more mindful existence. I'm a believer and will follow these suggestions to become more mindful.

As marketing leaders look for ways to evolve from order takers to market makers, Nirell shows managers the more contextual, intuitive and innovative dimensions of marketing. The Mindful Marketer provides marketers with a powerful nexus between data-fueled analytic thinking and creative, immensely human approaches to marketing.

"In this fast-paced, high powered, tech-driven economy, mindfulness is a competitive advantage. In The Mindful Marketer, Lisa Nirell helps you align hearts, minds, and actions. This is the secret sauce to connecting with customers." - Guy Kawasaki, Chief evangelist of Canva, former chief evangelist of Apple "Read this book, love it, do what needs doing, and then secretly hide the best and most important lessons you learn here in other people's "numbers" marketing Be the secret revolution." - Chris Brogan, New York Times bestselling author and publisher "Reading The Mindful Marketer will not only assure a more effective, relevant, and inspired marketing organization in the future; it will also set the groundwork for a more creative and successful present. Brilliant!" - Marshall Goldsmith, author of The New York Times global bestseller What Got You Here Won't Get You There "The Mindful Marketer not only outlines the primary causes of anxiety in today's volatile marketing organizations, but it also provides a clear roadmap to mindfully navigating these uncertain times. Lisa's message is timely, holistic, and powerful!" - Chip Conley, Founder of Joie de Vivre Hotels, Head of Global Hospitality and Strategy of Airbnb, and bestselling author "The world needs more mindful marketers! Lisa's book builds a solid case for why calmness, insight, and adaptability will prevail in today's crazy-busy economy." - Jill Konrath, author of Agile Selling and Snap Selling "Lisa Nirell gives marketers the secret map to navigate the dangerous new field of big data. This book gives markets a chance to use big data rather than it using them!" - Jeffrey Hayzlett, Primetime TV Show Host, Bestselling Author, and Sometimes Cowboy "While self-expression is the true driver of social media today, self-reflection is equally important. Lisa's book outlines the qualities and habits of mindful marketers who know how to convert fans into lifelong clients." - Shama Hyder, CEO of Marketing Zen Group, and author of The Zen of Social Media Marketing About the Author Lisa Nirell is Chief Energy Officer of EnergizeGrowthreg; LLC. She has helped B2B companies grow customer mindshare and market share since 1983. As a strategic growth expert and keynote speaker, Lisa has worked with hundreds of entrepreneurs, as well as Wells Fargo, Sony, Microsoft, OppenheimerFunds, and BMC Software. Within two years, she helped her clients generate \$84M in new business. Lisa is a sought-after speaker for entrepreneur groups and leaders worldwide. Lisa is an award winning columnist and expert blogger for Fast Company, and the author of Energize Growth NOW: The Marketing Guide to a Wealthy Company. She has been featured in U.S. News and World Report, American Express OPEN, and ComputerWorld.