



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

L. Nirell

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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.

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