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The Higher Ed Marketing Communications Assessment: Evaluate Your Progress, Identify Opportunities and Take Action! (Paperback)

By Kevin Anselmo

Createspace Independent Publishing Platform, United States, 2017. Paperback. Condition: New. Language: English. Brand new Book. Imagine a marketing communications team in which all colleagues are clear on common goals and are working together seamlessly to address them through their different functional expertise. Think about how that alignment can advance your organization. Say goodbye to wasted resources. Does the above paragraph personify your marketing communications operations? This book is for you if your answer is one of the following: - Definitely not! - In some ways yes, but we have room for improvement. - I am not sure. It is important to take a step back and evaluate your messages, strategies, operations and tactics. The Higher Ed Marketing Communications Assessment is your guide to help in this process. Communications consultant Kevin Anselmo asks you 10 Yes / No questions, and then provides you with analysis and steps to consider if you are looking to improve in that particular area. Evaluate your progress, identify opportunities and take action!.

Reviews

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