

Innovation And Marketing In The Game Industry Avoiding The Performance Trap

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Innovation And Marketing In The

NortonLifeLock (NASDAQ: NLOK), a global leader in consumer Cyber Safety, today announced it has been recognized by the Business Intelligence Group's 2021 Sales and Marketing Technology Awards. The ...

NortonLifeLock Recognized as Top Company of 2021 for Innovation in Sales and Marketing Technology

LBMC, a top consulting & professional services firm in the nation, announces the launch of its Growth and Innovation practice to accommodate growing client needs in the middle market space. LBMC's new ...

LBMC Launches Growth and Innovation Practice

Junio, the leading provider of AI-powered end-to-end identity verification and eKYC solutions, today announced the addition of Anna Convery as chief marketing officer. Convery joins Junio from Radware ...

Junio Announces Anna Convery as Chief Marketing Officer

Companies have turned to employer brand and recruiting content marketing, as a strategy to attract top talent in their field. Learn the three basic rules for creating compelling recruiting content.

Can Content Marketing Help You Hire? (3 Tips to Make It Work For You)

Wisconsin Ag Connection - 07/27/2021 The Sun Prairie-based Compeer Financial has awarded nearly two dozen Rural Schools Co ...

Compeer Financial Awards Rural Schools Innovation Grants

Prestige Beverage Group is thrilled to announce a new addition to its leadership team with the hire of Kathy Reilly as Vice President of Marketing and Innovation. Most recently, Kathy was the Category ...

Prestige Beverage Group Appoints New Leadership for Marketing and Innovation

In an interview with Playboy, Steve Jobs stated, "Many times people don't know what they want until you show it to them." Here, the legend wants business leaders and marketers to think ahead of the ...

Top 10 Creative Marketing Ideas to Boost Your Business

Cross-platform marketing company Iterable director of marketing, EMEA Elle Nadal tells Retail Insight Network how the onset of the pandemic matured new digital expectations in Germany, and why brands ...

What we can learn from Germany's approach to ecommerce innovation

Martine Williamson, the CMO of Revlon, shares how the company optimized digital innovation when consumer behavior shifted during the pandemic.

Revlon CMO shares how the global beauty company accomplishes tech innovation by 'executing with excellence'

The Coca-Cola Co. plans to build on the strong momentum in its second quarter that allowed it to raise its full-year guidance by intensifying the amount and efficacy of promotions going forward and ...

Coca-Cola Co. leverages 'disciplined' innovation, increases marketing to build on strong Q2 results

Retailer's new "Local Fare" forum is designed to offer greater opportunities for area brands to connect with new customers.

Stater Bros. Accelerates Local Innovation

The up to date coverage of the latest report Global Innovation Management Platforms Market provides a detailed synopsis as well as a consistent evaluation of accurate profits over the forecasted ...

Innovation Management Platforms Market To Grow Extensively at Unstoppable Rate with SAP, Sopheon

Intel Corp., playing catch-up in semiconductor technology after losing its long-held dominance, vowed to become the industry leader again in 2025 by rethinking some of the fundamentals of how chips ...

Intel Pledges to Retake Innovation Crown, Changes Yardstick

Today, the Business Intelligence Group named Ignite Sales' Remote Banker Product of the Year in the 2021 Sales and Marketing Technology Awards program ...

Ignite Sales' Remote Banker Awarded for 2021 Innovation Technology

The Shidler College of Business and Japan Airlines signed a memorandum of understanding during a ceremony Tuesday at the University of Hawaii at Manoa.

Innovation, human resources, focus of UH, JAL collaboration

Silicon Prairie-based startup accelerator gener8tor is hosting a pitch night for investors Wednesday at the Nebraska Innovation Campus Conference Center in Lincoln. Five early-stage startups ...

Nebraska Innovation Campus to host pitch night Wednesday for latest gener8tor gBETA cohort

Today, the Business Intelligence Group named, 2021 Organization of the Year in the Advertising Technology category. The Sammys honor organizations and ...

Agency Mania Solutions Awarded for Innovation Technology

This reset, as Richard Florida, one of the world's leading experts on the creative class and its relationship to urban economics, said at The Kinder Institute Forum, affords us a "once in a century ...

Creativity as a foundation of urban innovation economies

Adlucent, a leading performance marketing agency focused on growing profitability for retailers and brands through cross-channel media solutions, has appointed Matt Zeiger vice ...

Adlucent Taps Two Industry Vets to Bolster Leadership Team, Accelerate Innovation

The Life Insurance Direct Marketing Association (LIDMA) is now accepting nomination applications from life insurance industry companies or individuals who seek to earn LIDMA's prestigious 2021 ...