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MO MarTech Newsletter

November 15, 2024 Edition

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About US

At MO Martech, our mission is to empower business professionals with the knowledge and skills they need to excel in their roles and provide exceptional service and value to their target audience. We are dedicated educators, not consultants, driven by a deep passion to empower people to solve the toughest business challenges.

Tip of the Week

New CMO: How Customers Actually Buy

In the final part of the New CMO series we discuss how marketing lost focus on the reasons why consumers buy.

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News & Headlines

3 Missteps with AI Image Generation

AI image generation adoption isn't without hurdles. Three challenges preventing widespread use.

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Small Changes Can Get You Immediate Results

What if you could make one small change and turn your marketing from “blah” to “oh snap!”

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