



[About us](#)

[Tip of the Week](#)

[News & Headlines](#)

[Our Latest Blog](#)

MO MarTech Newsletter

November 22, 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

The Future of MOPs: The 2 Flavors of MOPS

In the this video we discuss the 2 flavors of MOPS. The technologist and the strategist and how they evolve.

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News & Headlines

The Survival Rate of U.S. Businesses

This chart tracks the survival rate of all private American companies born in 2013, categorized by industry.

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The ABCs of Writing Copy That Converts

Using the A to B to C... to V method, you'll learn to guide your message from abstract ideas to vivid, memorable statements that resonate.

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