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MO MarTech Newsletter

April 5, 2024 Edition

Discover the Synergy of Soft Skills and Business: Explore the Latest Insights
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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 Secret to Managing a Tech Stack

Tech stacks are systems. If you know how to manage a system well, then you can manage a tech stack well.

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News & Headlines

The 30 Elements of Consumer Value

What consumers truly value can be difficult to pin down and psychologically complicated. But building blocks of value do exist.

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Has Marketing Technology Failed Us?

The rate of technological growth has exploded over the last 20 years. But what has it cost us? How much has it really improved our business?

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