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# MO MarTech Newsletter

## June 14, 2024 Edition

Discover the Synergy of Soft Skills and Business: Explore the Latest Insights  
in Our Company Newsletter!

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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

### Tech Successes vs Tech Failures

Successful Tech Companies vs Tech Failures - What is the big difference? We deep dive in to the differences.

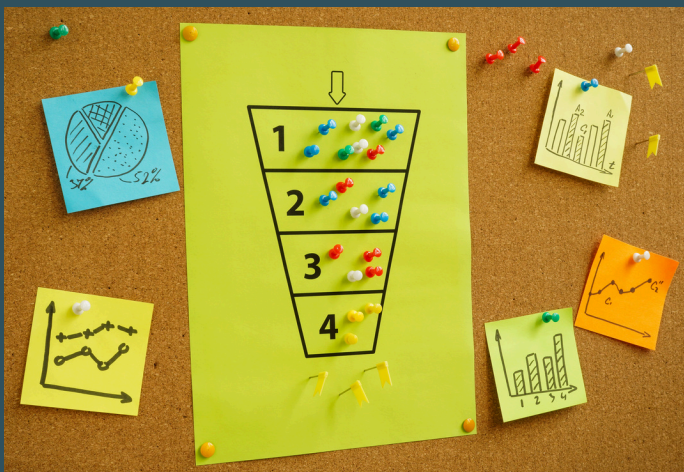
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## News & Headlines

### Design a Human-Centered Data Experience

Using data to improve the customer experience is a balancing act for brands. Build trust by putting relationships first

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## Are We Moving into the Era of Anti-Lead Gen?

The notion that you can gather several leads at the top of your demand generation funnel and ultimately convert a few into customers is being dismantled.

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