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MO MarTech Newsletter

October 25, 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 to Take Back Control of Marketing

In the third part of The New CMO series, we discuss how the New CMO can take back control of primary marketing functions.

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News & Headlines

Are We Training AI Better Than Our People?

We may be investing more empathy, time, and training into our AI systems than our own employees.

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Speak Customers Language by Learning This

The key to deepening customer connections lies in understanding the type of relationship they have with their audience.

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