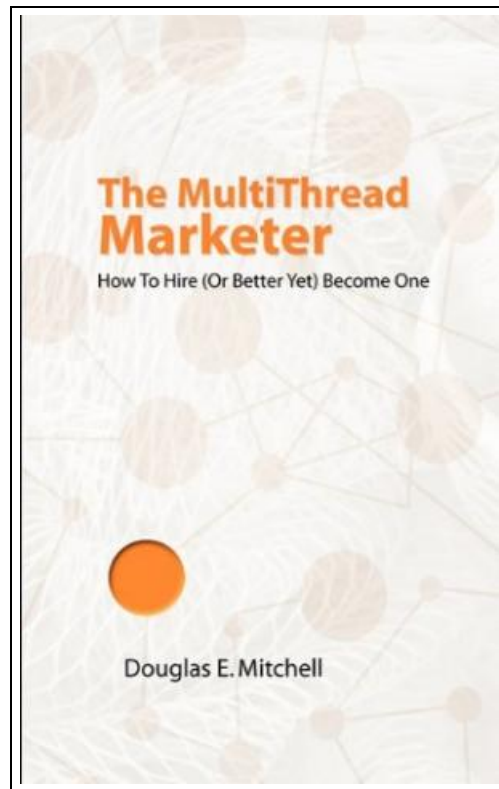


The Multithread Marketer: How to Hire One (or Better Yet) Become One



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Fastpencil. Paperback. Condition: New. 152 pages. Dimensions: 7.9in. x 4.9in. x 0.5in. In today's hyper-economy, businesses face an overwhelming number of marketing options. In *The MultiThread Marketer*, author Doug Mitchell guides the reader through the skills, attitudes, and beliefs a modern marketer must have to compete. MultiThreaders know how to confidently collaborate with external talent creating parallel threads of marketing activity that multiply results and save money. Whether you're a small business owner wearing the marketing hat, a marketing professional looking to massively increase her marketable worth, or a student wondering what kind of skills will separate him from the crowd, *The MultiThread Marketer* will deliver a clear and well-marked route to marketing rock stardom. Doug is an admitted Internet business junkie who executed geographic arbitrage in 2005, moving his family to Des Moines, Iowa from Southern California to escape the rat race and improve quality of life. In 2007 Doug founded a Virtual Multimedia Marketing Agency called createWOWmedia which he sold in 2010. Doug spends his days in Studio B as Vice President of Marketing at BirdDog, a niche technology firm that services the construction and engineering sectors. Don't know everything. Just know where to find the answers. Doug holds a PhD in BizWizardry and is a full-time faculty member at the Secret School of Business. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.

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