

Sales & Marketing eBulletin

*A quarterly eBulletin from the people who bring you the
Sales & Marketing Executive MindXchange*

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Recommended BLOG

Kevin Hoffberg, a regular Frost and Sullivan panelist, guest analyst, and contributor writes extensively on decision making at www.decision-quality.com/blog.

He writes with an eye towards helping readers learn from every day examples of good and questionable decision making. Subjects include sales, marketing, health care, technology, general business, ethics, social media, and occasionally politics. Of particular interest to our readers is a white paper he wrote on how to strengthen your go-to-market strategy through better integration of marketing, distribution, human capital, and technology. You can find the paper, called

"Selecting a Go-to-Market Strategy" at <http://decision-quality.com/downloads.php>