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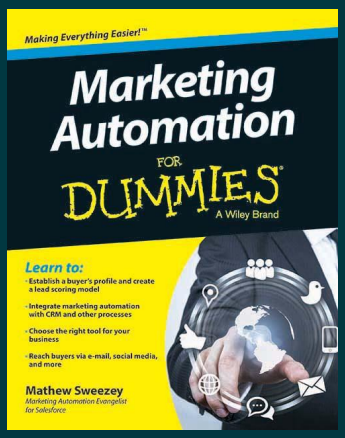


# Marketing Automation for Dummies

By Mathew Sweezey

Paperback 9788126550432 ₹539.00

**Pages: 316**

## Description

Marketing automation has changed the way marketers operate, and in Marketing Automation For Dummies readers will discover how to leverage this technology. The author will help readers evaluate their current processes, help readers select the correct tool, provide best practices to help readers leverage their new tools, outline processes and steps to help ensure a seamless integration with your CRM and share a few case studies of companies who have recently implemented this technology as well.

## About the Author

### Mathew Sweezey

Mathew Sweezey (Atlanta

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