



Momentum: How to Propel Your Marketing and Transform Your Brand in the Digital Age

Shama Hyder

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Marketing in today's digital age has become overwhelmingly complex—but it doesn't have to be. Success lies in stepping above of the clutter and understanding the new principles of digital marketing.

To this complicated and fast-moving world, bestselling author, renowned marketer, and award-winning entrepreneur Shama Hyder brings her uniquely Zen approach—separating out the critical from the trivial and the foundational rules from the ephemeral gimmicks. Offering five essential principles that crack the code on marketing successfully in today's ecosystem, *Momentum: How to Propel Your Marketing and Transform Your Brand in the Digital Age* will help you not only regain your sanity, but learn how to spot opportunities to grow your organization and brand in the midst of marketplace chaos.

In *Momentum*, Shama draws on her experience guiding clients ranging from small businesses to Fortune 100s to demystify the marketing landscape and provide you with the digital foresight you need to operate effectively in an increasingly digital world. Using key principles, she demonstrates how to transform your current approach into an effective, struggle-free, ROI-driven strategy.

Before you invest in another marketing strategy, take a step back. Don't waste enormous amounts of time, energy, and money on the wrong strategies and approach for your customers, industry, and market. Whether you're a young business or an established company, let *Momentum* teach you how to thrive.

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