

StrategyDriven

effective executives, efficient employees



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Learn to be a Growth Leader from Scott Davis, Author of THE SHIFT on the StrategyDriven Podcast

Tune in to beyond-the-scope-of-the-book interviews with Nathan Ives, MBA, PMP on the StrategyDriven Podcast. In this interview, Nathan delves into the expertise of Scott Davis, Senior Partner at Prophet and author of THE SHIFT to explore how today's visionary marketers are becoming tomorrow's growth leaders.

Atlanta, GA (July 31, 2009) – Tune in to insightful and unrivaled interviews with authors of leading business books on the StrategyDriven Podcast. Unlike typical author interviews, Nathan Ives, MBA, PMP goes beyond the written word directly to the day-to-day application of principles readers can immediately implement in their businesses. Find out how Scott Davis, author of THE SHIFT, responds to questions Nathan asks about how today's marketers can become tomorrow's growth leaders. This podcast is now available at www.StrategyDriven.com. Listen to learn about the revolutionary transformation marketers must undertake to fundamentally shift the role of marketing and help drive both the growth agenda and bottom-line results.

Now more than ever, marketers must lead the charge to grow their organizations. “Marketers who aspire to become a CEO’s true partner in growth need to bring together a balanced set of hard and soft skills,” explains Scott Davis, Senior Partner at the global consultancy Prophet. “They must consistently exceed expectations for marketing excellence; build operating credibility with the CEO, CFO, and the rest of the C-suite; show capability and muscle in driving strategic discussions at the corporate level; consistently innovate across the enterprise; and lead by example, inspiring the organization to deliver results based on world-class marketing and business strategies and plans.” In *THE SHIFT*, Davis provides marketers with the five key elements Visionary Marketers take to create new and better ways to win new customers and build deeper and more meaningful relationships with current customers, while keeping competitors at bay. *THE SHIFT* is a must-read for marketers and organization leaders that intend to advance and thrive in today’s fast-paced and challenging business environment.

Nathan only selects titles that meet a stringent set of StrategyDriven requirements. First, the title must be aligned with the StrategyDriven mission of delivering best practice solutions to small- and medium-sized businesses, including strategic planning, decision making, leadership, management, and organizational performance. Secondly, the authors must be highly respected in their field of study.

StrategyDriven author interviews are uniquely different than the average book review. The primary difference, these podcasts are not simply book reviews or summaries. Nathan reads each book prior to the interview and questions the author for a deeper understanding of the important strategies discussed in the book and probes for examples of real-world implementation of those strategies. As a result, listeners get more information, including,

author advice not contained within the book; offering additional value listeners can incorporate into their business model. Additionally, StrategyDriven interview articles contain quick links to supplementary materials provided by the author.

About StrategyDriven

Get the benefits of an experienced MBA staff without the expense at StrategyDriven.com. Developed by management and training professionals, StrategyDriven offers small-to-medium sized businesses (SMB) a wide array of best practice business planning and execution tools for executives and managers; how-to advice; example-rich podcasts; and customizable ready-to-use templates.

StrategyDriven.com began posting free articles in July 2007 and added podcasts in November 2007. In July 2008, StrategyDriven began offering interviews of industry-leading experts on a variety of business-centric topics via podcast. Individuals registering with StrategyDriven also receive an exclusive four-part whitepaper series on how to develop a performance measurement system that will help drive execution of their organization's strategy.

At StrategyDriven.com, our goal is to provide real-world applications of strategic business planning and tactical execution best practices – a blending of information and experience practically applied in the workplace combined with a degree of research and academia – to small-to-medium size businesses that wouldn't normally have access to these resources.

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