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Growing Up Fast: How New Agile Practices Can Move Marketing and Innovation Past the Old Business Stalemates

By Jascha Kaykas-Wolff, Kevin Fann

Marketing Iteration, United States, 2014. Paperback. Book Condition: New. Sean Martinez (illustrator). 203 x 133 mm. Language: English . Brand New Book ***** Print on Demand *****.Growing Up Fast is a practical book about how to implement an agile marketing process in modern business to create the necessary collaboration between marketing and innovation for business success. The first half of the book covers the philosophical underpinnings of complementary opposites in nature, human interaction, and the workplace. It surveys business management over the last 100 years and shows how we've come to the Agile Age, which is not about big ideas Mad Men-style, but lots of little ideas to test and try. The second half of the book discusses the mindsets and tools required for success in agile work, and examples are given throughout the text in the form of case studies on companies like Netflix, 3M, Microsoft, Domino's Pizza, and Dell Computer. The introduction and conclusion of the book set up the metaphor of the book's title, to personify the current impasse between big regulation government and total free market capitalism. Agile is posed as a third option between the Mom and Dad's battle between over-planning...



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