

Innovation in marketing and sales

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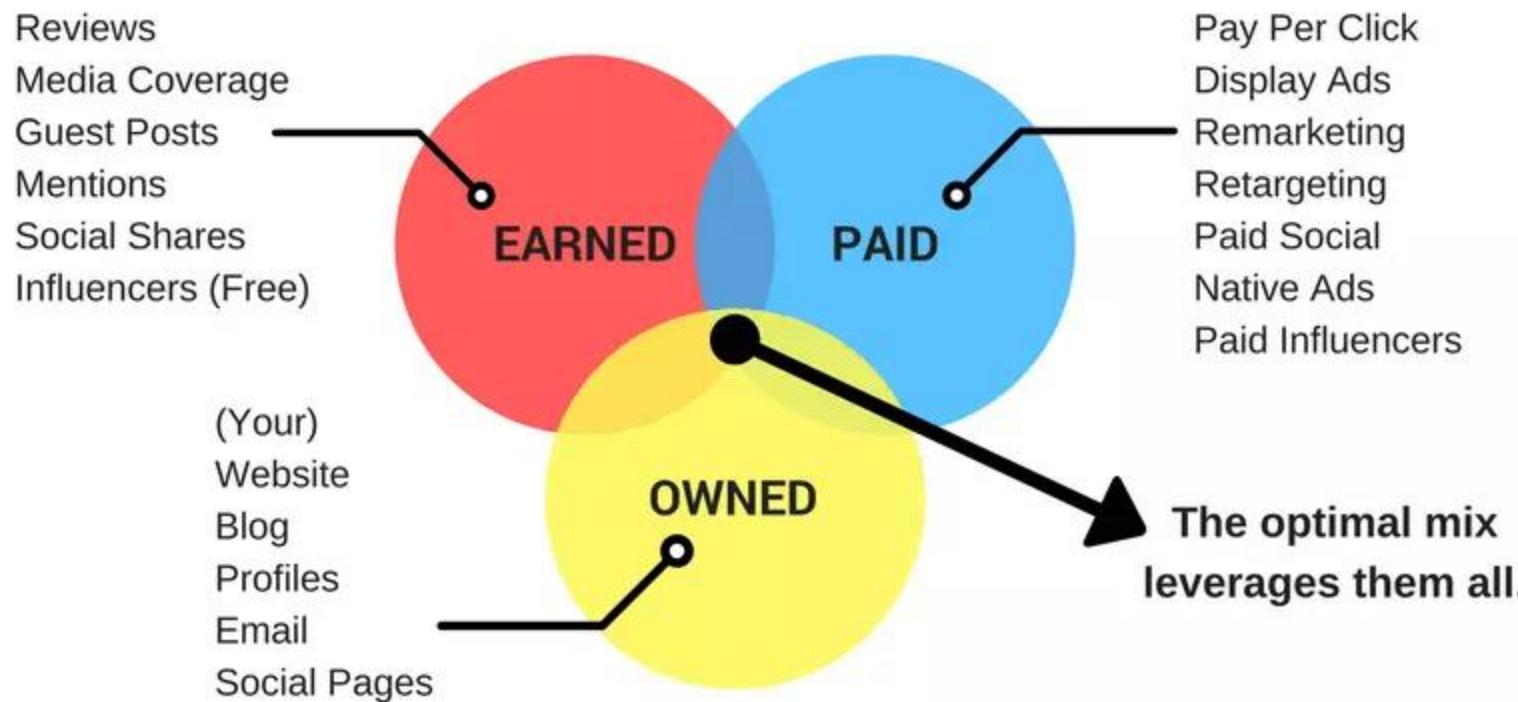


UNICON
SOCIETY OF
UNIVERSITY
COLLEGES



FT
FINANCIAL
TIMES
RANKINGS
2017

The Digital Marketing Mix





eBOOK

What Will Marketing Look Like in 2021?



<https://marketing.zetaglobal.com/2021-forecast>

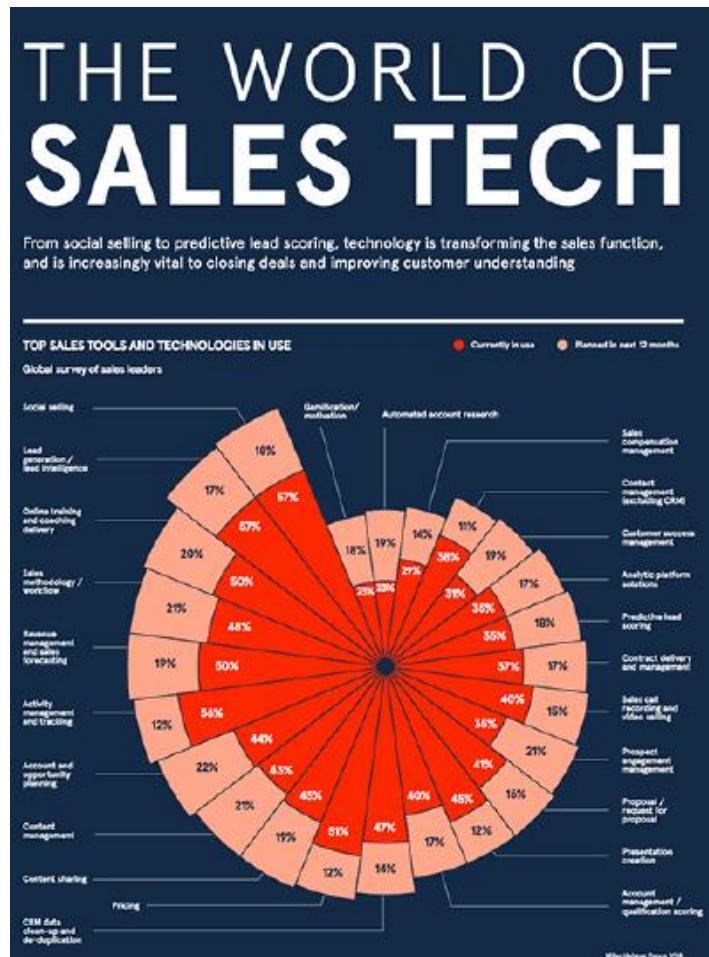
AI/AR/VR and digital marketing



<https://www.searchenginejournal.com/digital-marketing-realities-virtual-augmented/375611/>

<https://www.youtube.com/ydreamsglobal>

Innovative sales technology



<https://www.visualcapitalist.com/the-world-of-sales-technology/>

Recommended reading

Nick Read et al., Vodafone Digital First, 2020

available at Documents, Innovation Strategies, Porto Business School Portal

Make change happen

