

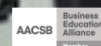
Innovation in marketing and sales

Antonio Câmara
January 30th, 2021

ACCREDITATIONS



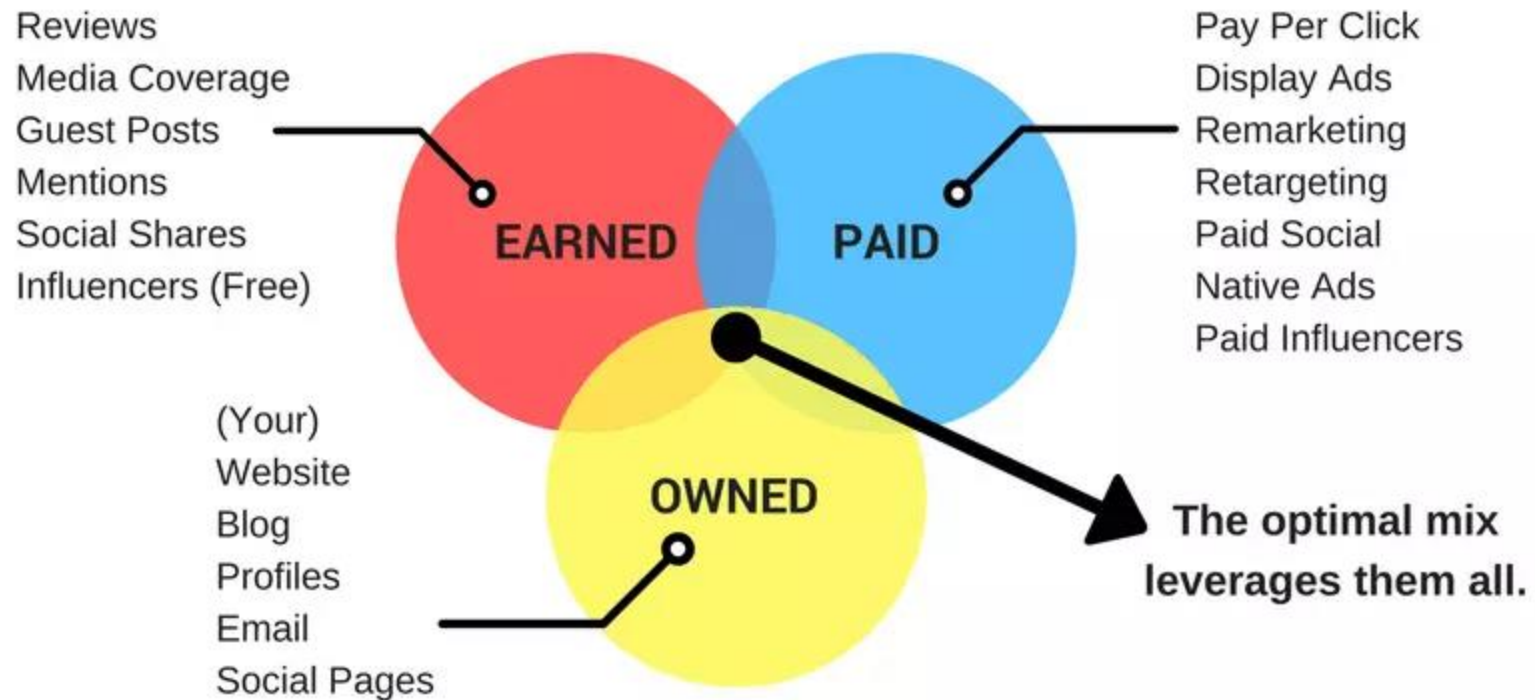
MEMBERSHIPS



RANKINGS



The Digital Marketing Mix



The Zeta logo, featuring the word "zeta" in a white, lowercase, sans-serif font with a yellow checkmark-like symbol underneath the 'a'.

eBOOK

What Will Marketing Look Like in 2021?

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

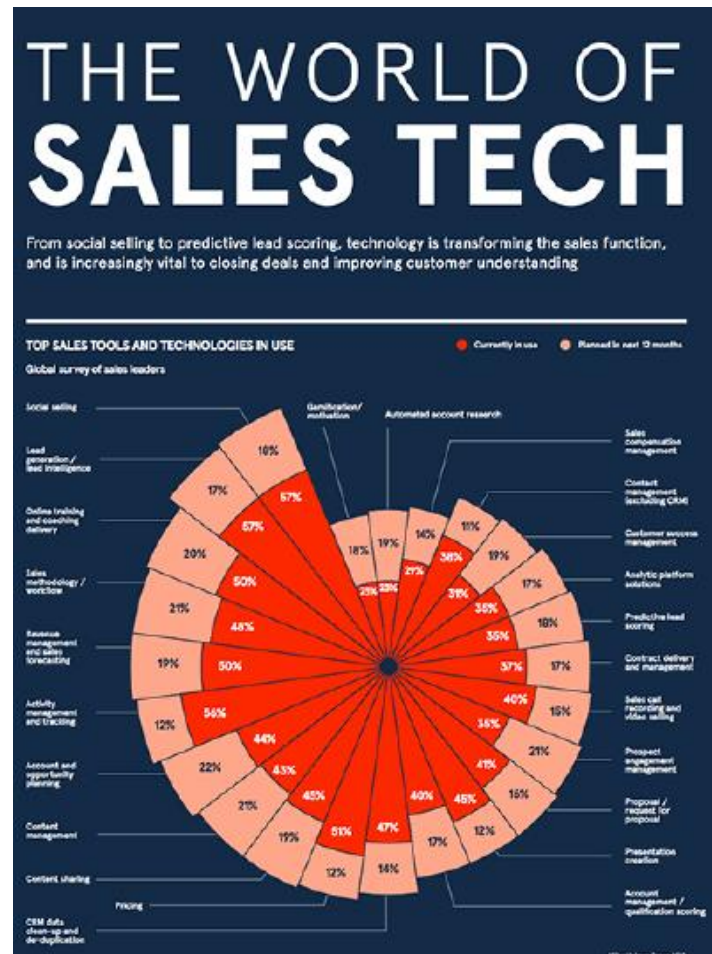
AI/AR/VR and digital marketing



<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

ACCREDITATIONS



MEMBERSHIPS



RANKINGS

