

The shape of marketing tomorrow

Kevin Britz and Craig Page-Lee, hosts of Lunchtime Marketing and Leadership every Thursday at 12pm on ebizradio.com, share some deep insights, ideas, case studies and delve into the new world of connected marketing.



It's all changed, and thank heavens for that. We used to look at the 4 and then the 5 P's of marketing. Between technology adoption and the pandemic, all that went out with the sanitiser and a wonderful, connected, engaging and people-centric marketing space now is now our communication and engagement space.

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