



# Summary: Beyond e - Stephen Diorio: 12 Ways Technology Is Transforming Sales and Marketing Strategy

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**Complete summary of Stephen Diorio's book: "Beyond e: 12 Ways Technology Is Transforming Sales and Marketing Strategy".**

This summary of the ideas from Stephen Diorio's book "Beyond e" argues that the key marketing challenge of today is not simply adding an e-marketing department to the existing business. Good marketers are becoming much more proactive, using new technology to creatively grow market share and create entirely new revenue streams. In his book, the author explains how technology is evolving so rapidly that very few companies are actually taking full advantage of all the opportunities available to them. Smart marketers understand this and turn technology chaos into a competitive advantage. This summary will teach you how to use technology to come up with revenue engines that are faster and more efficient, allowing your company to grow faster than everyone else.

#### **Added-value of this summary:**

- Save time
- Understand key concepts
- Expand your knowledge

**To learn more, read "Beyond e" and discover the key to keeping up with technology and what it can do for your marketing.**

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