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The Marketing Strategist Digest by Michal Clements

Nimble B2B Strategy:
Navigating the Global
Automotive Market

[Nimble B2B Strategy: Navigating the Global Automotive Market](#)

The global automotive industry has recovered from the economic crisis, but profits and sales growth show a much different geographic mix than before.

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[Insight To Action](#) is a high touch client-focused consulting firm. As our name describes, we combine in-depth industry, customer and competitive marketplace insights with creativity and client collaboration to create a credible, definable and measurable blueprint for action.

The Race is on to Segment
for MOOCs: To the Victor Go
the Spoils

[The Race is on to Segment for MOOCs: To the Victor Go the Spoils](#)

MOOCs have emerged as a disruptive force in 'traditional' higher education.

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[Tuning into Mom Cover](#)

Butterball Completes the Meal
with Strategic Partnerships

[Butterball Completes the Meal with Strategic Partnerships](#)

Butterball stands out as a brand that understands both holiday meal planning and building out the holiday meal experience.

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A Book by Michal Clements and
Teri Lucie Thompson

[Tuning Into Mom](#) provides a new approach to understanding the "American Mom" market, examining the effect of age of the eldest child on hot-button areas for moms, including food, exercise and sports, education, safety and health, technology, and fashion and beauty.

This Halloween, Haunted
Houses Scare Up Millennial
Millions

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A majority of Millennials aged 15-25 now claim Halloween as their favorite holiday.

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