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## 4 marketing trends you need now



The constant revolution. The strategies. Tactics. Tools. Everything comes into play when you're trying to provide accurate and timely marketing guidance. Prosh Marketing's Roshni Wijayasinha dishes on the four powerful marketing trends to consider when developing your entrepreneurial marketing plan.

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## Leading with leadership

For B2B companies seeking to showcase their value in challenging times, it's time to think beyond traditional product marketing alone. New research from Edelman and LinkedIn offers insights for making your thought leadership stand out.



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## Must read:

## Kind Folks Finish First: The Considerate Path to Success in Business and Life

By Sam Jacobs



Does being nice really get you very far? It's a question that Sam Jacobs, CEO of the Pavilion community, has been asked and answered in "Kind Folks Finish First." Weaving practical business lessons with fresh perspectives on how you can achieve success, Jacobs shares how he built a nearly \$200-million business rooted in kindness, reciprocity and deeply held values.

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