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## 3 ways to sustain flexible thinking and nimble action



To survive the pandemic, brands are being forced to adapt very quickly to radically new circumstances. To help you get in the groove, Harvard University's Susan Robertson offers 3 ways to sustain flexible thinking and nimble action.

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## What they're saying...

**"Marketing has to start looking to drive a funnel, not only to reduce cost of customer acquisition, but also to determine which buyers have the most intention and potential for revenue and profit."**

— Forrester's Nancy Maluso on what CEOs of emerging B2B brands want from today's marketers

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## What we're reading...

### unReceptive: A Better Way to Sell, Lead, and Influence

By Tom Stanfill



A large and growing number of people are distracted, overwhelmed and isolated today, which has caused a steep decline in receptivity to another sales pitch, call or email. The way Tom Stanfill, founding partner of ASLAN Training & Development, sees it, the harder you try to sell, the greater the resistance. In *Unreceptive*, he reveals his groundbreaking road-test guide on converting even the most disinterested prospects and customers.

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