

B2B Marketing in Digital Era

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With a world that is getting increasingly connected, the rules of B2B marketing have changed, driven by the digital and online revolution. Mr. Gautham Shenoy is currently Executive Creative Director with Saatchi & Saatchi explained the concept with several case studies and gave an insight about the role of digital marketing tools and how important it is for brand / product managers and communication professionals, including online and mobile.

