

# Autodesk Chief Marketing Officer

**autodesk chief marketing officer:** *Find Your Next: Using the Business Genome Approach to Find Your Company's Next Competitive Edge* Andrea Kates, 2011-10-18 THE NEXT BIG THING IN BUSINESS INNOVATION—FROM THE NEXT GENERATION'S BRAND WHISPERER What can an oil company (Pennzoil) learn from a great place to hang out (Starbucks) to create a new customer experience (Jiffy Lube)? If you're a manager, an executive, or an entrepreneur, you understand that your business is unique, with its own challenges and rewards. But thanks to the new science of the Business Genome® process, you'll be surprised to see how many businesses share a similar "genetic" structure. And by understanding what works and what doesn't for your business's genomic type, you can play to your strengths, adapt to your weaknesses, and change the course of your company's future. Business Genome project creator Andrea Kates calls it Find Your Next—a field-tested, customized blueprint for mapping out your business DNA in four powerful steps: 1. Sort through your options and assess your hunches. 2. Match your genome to other successful business models. 3. Hybridize your company by grafting new ideas with proven successes. 4. Adapt and thrive by breaking old habits and starting new trends. This high-impact, transformative guide walks you through every step of the process, combining intuition and experience with statistical data and fascinating case studies. You'll learn how two unrelated businesses—Hyatt Hotels and Sharp HealthCare—discovered untapped opportunities in their customer experience. You'll read how General Motors and OnStar hit the jackpot by examining something that wasn't there. You'll find in-depth interviews with GE's Mark Vachon, IndieGoGo's Danae Ringelmann, P.F. Chang's Rick Federico, and other leaders of innovation. And you'll learn how to crack the genetic code behind the six essential building blocks of business—product and service innovation; customer impact; talent, leadership, and culture; process design; trendability; and secret sauce. Once you unlock the secret of your company's DNA, you can evolve your strategy, build your future, and find your next. PRAISE FOR FIND YOUR NEXT "When you add it all up this is indeed a time of great change and arguably much of what we know about management today is becoming obviated. Which is why Find Your Next is such a helpful contribution to every manager's arsenal. It embraces the shift from industrial models to models for the 21st century. And it's a great read—packed with great stories and tons of practical advice. Read, enjoy and prosper." Don Tapscott, from the Foreword of Find Your Next Every great strategic thinker uses the ideas in this book... but it took Andrea Kates to write them down for the rest of us. Seth Godin, author of We Are All Weird "Andrea Kates is this generation's new 'brand whisperer' and Find Your Next is the best toolkit for landing on your company's 'next.'" Lane Cardwell, President, P.F. Chang's China Bistro "Andrea Kates's ideas about the Business Genome project are cutting edge. They will completely transform the way we think about the impact of cross-organizational connections as a way to fuel business growth." James Fowler, author of Connected: The Surprising Power of Our Social Networks and How They Shape Our Lives, and Professor of Medical Genetics and Political Science/UC San Diego "Find Your Next combines radical thinking, innovative insight and real world experience to give corporate leaders a powerful compass in this era of unprecedented economic challenge." Catherine Crier, former judge, journalist and New York Times bestselling author "Years ago I thought about what was next for music fans and turned to lessons learned from NASCAR and the NFL (not other musicians) to come up with the inspiration for the Lollapalooza festival. That's exactly what Find Your Next provides—an easy-to-follow guide to game-changing innovation based on cross-industry thinking." Perry Farrell, founder of Lollapalooza festival and legendary rock frontman for Jane's Addiction The difference between a great idea and a great business result is the ability to integrate insights from lots of different sources and get an entire organization on board quickly. Kates is onto something truly novel—Find Your Next could easily become the new industry standard for innovation. A must-read. Mark Vachon, GE Company

Officer If you thought you've been thinking creatively about your business, get ready for a new ride. In her book, Andrea Kates describes the Business Genome approach—a radically fresh roadmap to infuse innovative change into your business. Pure magic. Nick Pudar, Vice President Strategy & Business Development, OnStar “Andrea has a deep technical understanding based on years of global experience in innovation combined with a rare talent for communicating important issues very simply. The approach she describes in Find Your Next is so easy to grasp—you’ll see things differently and be able to lead your teams in refreshing new directions.” Herwig Maes, Director of Strategic Sourcing & Supplier Relationship Management, Johnson & Johnson “Find Your Next is the missing book on every business leader’s book shelf that fits right between Michael Porter and Malcolm Gladwell. It’s the playbook we’ve been wanting for hands-on innovation.” Emily Watkins, Sr. Vice President, Innovation & Product Development, Jones Lang LaSalle “What every business leader wants is tomorrow’s news, today. Find Your Next provides exactly that—a manifesto for innovators based on time-tested techniques. Mandatory reading.” Tom Stat, Executive Director, Edison Universe; Adjunct Lecturer, Farley Center for Entrepreneurship and Innovation, McCormick School, Northwestern University; and independent innovation consultant “Find Your Next brings together a collection of insights and approaches that challenge everyone in an organization—from the CEO to the front line—to be nimble and build new muscles for rapid innovation. It disrupts the patterns of incremental growth from traditional strategic planning. The result is a process that can get your organization to market faster and leapfrog the competition.” Alistair Goodman, CEO, Placecast **LEARN MORE ABOUT THE FIND YOUR NEXT / BUSINESS GENOME APPROACH:** [businessgenome.com](http://businessgenome.com)

**autodesk chief marketing officer:** Marketing That Works Leonard M. Lodish, Howard L. Morgan, Shellye Archambeau, 2007-03-21 Marketing That Works introduces breakthrough marketing tools, tactics, and strategies for differentiating yourself around key competencies, insulating against competitive pressures, and driving higher, more sustainable profits. From pricing to PR, advertising to viral marketing, this book’s techniques are relentlessly entrepreneurial: designed to deliver results fast, with limited financial resources and staff support. They draw on the authors’ decades of research and consulting, their cutting-edge work in Wharton’s legendary Entrepreneurial Marketing classes, and their exclusive new survey of the Inc. 500’s fastest-growing companies. Whether you’re launching a startup or working inside a huge global enterprise, this will help you optimize every marketing investment you make. You’ll learn how to target the right customer, deliver the right added value, and make sure your customers will pay a premium for it—now, and for years to come. Build the foundation for extraordinary profit Discover faster, smarter techniques for positioning, targeting, and segmentation Drive entrepreneurial attitude throughout all your marketing functions Master entrepreneurial pricing, advertising, sales management, promotion—and even hiring Maximize the value of all your stakeholder relationships Profit by marketing to investors, intermediaries, employees, partners, and users Generate, screen, and develop better product ideas Engage combat on the right battlefields Launch new products to maximize their lifetime profitability Stage the winning rollout: from fixing bugs to gaining reference accounts Every dime you spend on marketing needs to work harder, smarter, faster. Every dime must differentiate your company based on your most valuable competencies. Every dime must protect you against competitors and commoditization. Every dime must drive higher profits this quarter, and help sustain profitability far into the future. Are your marketing investments doing all that? If not, get Marketing That Works—and read it today. Includes online access to state-of-the-art marketing allocation software!

**autodesk chief marketing officer:** Think Big, Act Bigger Jeffrey Hayzlett, 2015-09-02 The most dangerous move in business is the failure to make a move. Global business celebrity and prime-time Bloomberg Television host, Jeffrey W. Hayzlett empowers business leaders to tie their visions to actions, advancing themselves past competitors and closer to their business dream. Drawing upon his own business back stories including his time as CMO of Kodak and sharing examples from the many leaders featured on “The C-Suite with Jeff Hayzlett,” Hayzlett imparts ten

core lessons that dare readers to own who they are as a leader and/or company, define where they want to go, and fearlessly do what it takes to get there—caring less about conventional wisdom, re-framing limitations, and steamrolling obstacles as they go.

**autodesk chief marketing officer:** Directory of Corporate Counsel, Spring 2024 Edition ,

**autodesk chief marketing officer:** **Corporate Yellow Book** , 2008

**autodesk chief marketing officer:** The Art of Opportunity Marc Sniukas, Parker Lee, Matt Morasky, 2016-05-02 Innovate your way toward growth using practical, research-backed frameworks The Art of Opportunity offers a path toward new growth, providing the perspective and methods you need to make innovation happen. Written by a team of experts with both academic and industry experience—and a client roster composed of some of the world's leading companies—this book provides you with the necessary tools to help you capture growth instead of chasing it. The visual frameworks and research-based methodology presented in The Art of Opportunity merge business design thinking and strategic innovation to help you change your growth paradigm. You'll learn creative and practical methods for exploring growth opportunities and employ a new approach for identifying what "opportunity" looks like in the first place. Put aside the old school way of focusing on new products and new markets, to instead applying value creation to find your new opportunity, craft your offering, design your strategy and build new growth ventures. The changing business ecosystem is increasingly pushing traditional thinking out to pasture. New consumers and the new marketplace are demanding a profound adjustment to the way companies plan and execute growth strategies. This book gives you the tools to create your roadmap toward the new state of growth, and gain invaluable insight into a new way of thinking. The Art of Opportunity will help you to: Start looking at business growth from a new perspective Create value for the customers, company and ecosystem Innovate strategically and design new business models Develop a new active business design thinking approach to innovation Your company's goal is to grow, and to turn non-customers into customers. The old ways are becoming less tenable and less cost-effective. The Art of Opportunity outlines the new growth paradigm and gives you a solid framework for putting new ideas into practice.

**autodesk chief marketing officer:** *Move Fast and Fix Things* Frances Frei, Anne Morriss, 2023-10-03 Bestselling authors and cohosts of the TED podcast Fixable, Frances Frei and Anne Morriss reinvent the playbook for how to lead change—with a radical approach that moves fast, builds trust, and accelerates excellence. Speed has gotten a bad name in business, much of it deserved. When Facebook made Move fast and break things an informal company motto, it fueled a widely held belief that we can either make progress or take care of people, one or the other. That a certain amount of wreckage is the price we have to pay for inventing the future. Leadership experts Frances Frei and Anne Morriss argue that this belief is deeply flawed—and that it keeps you from building a great company. Helping executives and entrepreneurs solve their toughest problems over the past decade, Frei and Morriss learned that the trade-off between speed and excellence is false. The best leaders solve hard problems with fierce urgency while making their organizations—employees, customers, and shareholders—even stronger. They move fast and fix things. Based on their work with fast-moving companies such as Uber, Riot Games, and WeWork, Frei and Morriss reveal the five essential steps to moving fast and fixing things. You'll learn to: Identify the real problem holding you back Build and rebuild trust in your company Create a culture where everyone can thrive Communicate powerfully as a leader Go fast by empowering your team With a one-week plan to fix your problems on a fast cycle time of one step per day, this book is your guide to maximizing impact and reinventing your approach to change. By the end of the week, you won't just have a road map for solving your company's toughest problems—you'll already be well on your way, improving your company at exhilarating speed.

**autodesk chief marketing officer:** Non-Bullshit Innovation David Rowan, 2019-05-16

\*updated with new material\* 'Digital transformation' and 'disruptive innovation' used to be empty buzzwords serving to justify pointless box-ticking and absurd corporate posturing. And then a global pandemic suddenly forced every kind of organization to embrace genuine, urgent innovation as a

again. \_\_\_\_\_ 'In this remarkable book, David Rowan tells a story of transformation: how an organisation has found a new way of doing things through innovation driven by ruthless entrepreneurial imagination. What is especially useful is that he does not just stick with small startups, let alone dreamy inventors. He finds innovation in big companies and even within governments.' - Matt Ridley, The Times

autodesk chief marketing officer: Signal , 2010

Covering 250 years of design tools and technologies, this book reveals how architects have produced the drawings, models, renderings and animations which show us the promise of what might be built.

**autodesk chief marketing officer: NewMedia , 1999**

**autodesk chief marketing officer: Geodirectory** Gayle K. Rodcay, 1997-10

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**autodesk chief marketing officer:** *AMA Members and Marketing Services Directory* American Marketing Association, 2003

**autodesk chief marketing officer:** *International GIS Sourcebook* , 1993

**autodesk chief marketing officer:** *InfoWorld* , 1992-05-04 InfoWorld is targeted to Senior IT professionals. Content is segmented into Channels and Topic Centers. InfoWorld also celebrates people, companies, and projects.

autodesk chief marketing officer: Corporate Giving Directory , 2002

**autodesk chief marketing officer:** Directory of Corporate and Foundation Givers 2000 Taft, 1999 Look to The Directory of Corporate and Foundation Givers 2000 to compare corporate and private giving programs. This unique giving guide, the largest listing of corporate and foundation giving data available anywhere, is the most comprehensive and expertly arranged prospecting directory you'll find. Corporate and Foundation Givers 2000 puts you in touch with more than 8,000

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**autodesk chief marketing officer: Mac Life** , 2008-11 MacLife is the ultimate magazine about all things Apple. It's authoritative, ahead of the curve and endlessly entertaining. MacLife provides unique content that helps readers use their Macs, iPhones, iPods, and their related hardware and software in every facet of their personal and professional lives.

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**autodesk chief marketing officer: Cyberedge Journal** , 1994

**autodesk chief marketing officer: *Entrepreneurial and Business Elites of China*** Wenxian Zhang, Huiyao Wang, Ilan Alon, 2011-05-06 This important reference title provides comprehensive, up-to-date coverage of elite entrepreneurs of new China and contains over 100 substantial profiles of top overseas returnees who have made noteworthy contributions to Chinese society in general and economic development in particular since the reform era began in 1978.

**autodesk chief marketing officer: Computerworld** , 1992-04-20 For more than 40 years,

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**autodesk chief marketing officer: The Autodesk File** John Walker, 1989

**autodesk chief marketing officer: Consulting-specifying Engineer** , 2007

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**autodesk chief marketing officer: *The Stanford Alumni Directory*** , 2004

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