

Beth Comstock Quotes

*Marketing, Innovation, Sells, Jobs, Motivational, Use, Nimble, Ifs, Rooms,
Marketers, Scales, Dna, Dream, Action, Finance, Customers, Thinking,
Emotional, Mean, Believe*

Marketing's job is never done. It's about perpetual motion. We must continue to innovate every day.

~Beth Comstock

You can't sell anything if you can't tell anything.

~Beth Comstock

Whether B2B or B2C, I believe passionately that good marketing essentials are the same. We all are emotional beings looking for relevance, context and connection.

~Beth Comstock

You have to tell a story before you can sell a story.

~Beth Comstock

Be where the world is going.

~Beth Comstock

The more passionate that someone is about something, the more you have to listen to them.

~Beth Comstock

Know thyself. Know the customer. Innovate.

~Beth Comstock

What's the DNA of a marketer? We call it the 4-I's: instigator, implementer, innovator, and integrator.

~Beth Comstock

Our job is to understand where the market is heading and translate that into practical action.

~Beth Comstock

Business model innovation is constant in this economy. You start with a

vision of a platform. For a while, you think there's a line of sight, and then it's gone. There's suddenly a new angle.

~Beth Comstock

Marketing is about innovation.

~Beth Comstock

There is a shotgun wedding going on and its between Marketing and IT. Finance's worst nightmare

~Beth Comstock

An idea doesn't count if you can't use it

~Beth Comstock

Mind share before market share.

~Beth Comstock

We seek to be as nimble as a startup.

~Beth Comstock

B2B does not mean boring marketing.

~Beth Comstock

Some dream in color. We dream in scale.

~Beth Comstock

There is always room in our budget for a little experimentation.

~Beth Comstock

In big companies projects have to scale and Lean Startup help us to do it

~Beth Comstock

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