

## Marketing models at play

Kevin Britz and Craig Page-Lee, hosts of Lunchtime Marketing and Leadership every Thursday at 12pm on [ebizradio.com](http://ebizradio.com), discuss how to effectively use marketing models.



Marketing models have become an integral part of any marketer's toolkit, providing a framework for creating and evaluating how businesses and customers interact with each other. However, many people find these models intimidating and overwhelming.

As a result, understanding and utilising them effectively can be a challenge.

For more, visit: <https://www.bizcommunity.com>