

# Marketing Above The Noise: Achieve Strategic Advantage With Marketing That Matters By Linda J Popky

By Linda J Popky

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Linda J. Popky is the author of **MARKETING ABOVE THE NOISE: Achieve Strategic Advantage with Marketing that Matters** and president of Leverage2Market Associates, a

<http://playbook.amanet.org/author/lpopky/>

Marketing Above the Noise: Achieve Strategic Advantage with Advantage with Marketing that Matters strategic marketing consultant Linda Popky,

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She is the author of the forthcoming book Marketing Above the Noise: Achieve Strategic Advantage with Marketing that Matters. Linda Popky: Marketing Above the Noise.  
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Linda J. Popky; July 14 marketing expert and author of the new book Marketing Above the Noise: Achieve Strategic Advantage with Marketing that Matters.

<https://hbr.org/2015/07/identify-the-marketing-metrics-that-actually-matter>

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There are 2 professionals with last name Popky in the San Francisco Bay Area, Above the Noise; Achieve Strategic Advantage with Marketing that Matters.

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