The Forces That Will Reshape B-to-B Marketing in 2023

For many b-to-b chief marketing officers and their marketing organizations, 2023 will be a crucible year. After three pandemic years, marketers are facing not only budget cuts and hiring freezes but also pressure from their C-suite to do more and do better. Much like their b-to-c counterparts, b-to-b CMOs are being asked to take the lead on nearly everything from innovation and customer experience to new business development, product strategy and channel management, data and analytics.

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