



# Driving Demand: Transforming B2B Marketing to Meet the Needs of the Modern Buyer

By Carlos Hidalgo

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Carlos Hidalgo provides a clear roadmap and framework on how B2B organizations can implement change management and transform their Demand Generation. Case studies and excerpts from B2B marketing practitioners and ANNUNITAS clients who have transformed their organizations and how they accomplished this change are incorporated throughout the book.

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**Driving Demand: Transforming B2B Marketing to Meet the Needs of the Modern Buyer** By Carlos Hidalgo **Bibliography**

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### **Editorial Review**

#### **Review**

"Carlos deftly breaks down both the new and classic challenges to building programs that continuously deliver demand through sales and marketing, all while actually differentiating your product or service from the pack. This book is as thorough as it is accessible. I would recommend it to anyone who needs to create demand and doesn't want to follow victim to the usual shortsighted traps organizations often fall into." -Jesse Noyes, Vice President of Product Marketing, Content & Communications, Kapost

'Driving Demand provides B2B marketers with two truly hard things to find: a strategic framework for their demand generation program and specific tactics that provide a real "how-to" on execution. Carlos includes real stories that transform a potentially esoteric topic into a great read. Driving Demand is an essential book for any B2B marketing organization.' -Craig Rosenberg, Chief Analyst, TOPO

"Compelling! For B2B marketing leaders assessing the challenge of Demand Generation Transformation and asking, 'Is it worth it?' - Driving Demand is the manifesto that proves the value and provides the roadmap to manage change as you get the job done." -Ardath Albee, author, Digital Relevance: Developing Content and Strategies that Drive Results

"At this point, there is no doubt that all B2B marketing organizations need modern demand generation strategies. All too often, these companies think buying technology is all that's needed - but that's just not true. Driving Demand is a must-read blueprint for everything ELSE that's required for success, including aligning people, process, and content with technology, including tips for the hard issues of change management and transformation." -Jon Miller, CEO and Co-Founder of Engagio

#### **About the Author**

Carlos Hidalgo is the CEO and Principal at ANNUITAS, Inc., a leading Demand Generation and Change Management Firm. In his role, Hidalgo works with CMOs and marketing leaders in an effort to transform their demand generation discipline and ensure there is alignment throughout the people, process, content and technology i.e. Demand ProcessSM. Many Fortune 500 companies across multiple business sectors have relied on Carlos and his team at ANNUITAS to shape and guide their Demand Generation transformation.

Carlos has over 20 years' experience as both a practitioner and consultant in B2B marketing and is a recognized thought leader in the marketing industry. As an international speaker and avid blogger, he is often sought after for his opinion on trends and happenings in the B2B marketing industry.

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