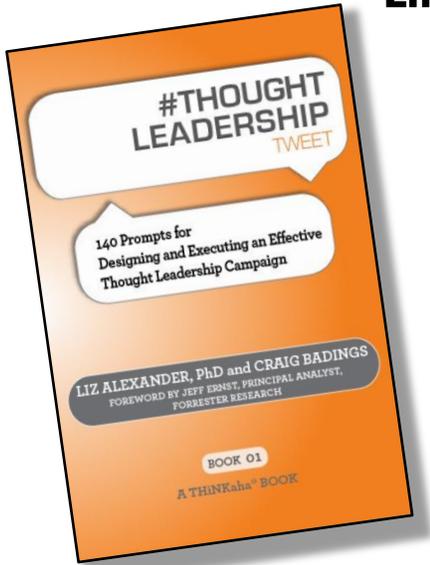


140 Prompts for Designing and Executing an Effective Thought Leadership Campaign



Authors *Dr. Liz Alexander* and *Craig Badings*, who have more than 50 years of consulting experience between them, have devised a series of questions that will provoke you to consider all the elements necessary to execute a successful organizational thought leadership campaign. The authors have done the preliminary thinking for you so that your organization can better leverage your value in your industry.



Liz Alexander, PhD



Craig Badings

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This book takes a different approach to many who see thought leadership as part of a short-term product marketing, advertising, or PR strategy. It will ensure that you embed thought leadership across the entire organization and centralize it as part of your client-centric culture.

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