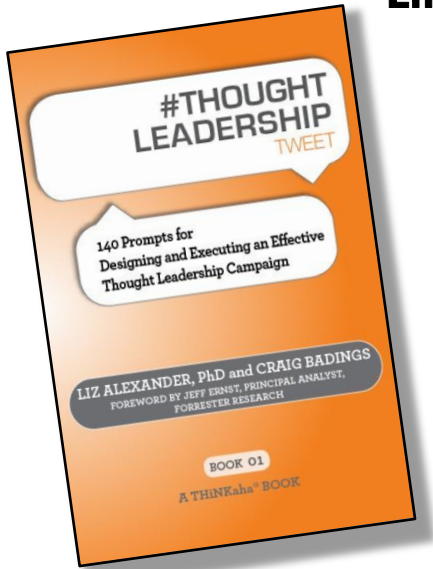


## 140 Prompts for Designing and Executing an Effective Thought Leadership Campaign



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.

Many organizations are squandering time, money, and effort on initiatives that do not move the needle in terms of establishing a differentiated brand identity, deep trust, and loyal followership. Arm yourself with this small yet immensely powerful book and that will no longer be something you have to worry about.

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