

Cooper

A Premier Marketing Organization

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NEWS RELEASE

Cooper Launches “Marketing in Action” Series

Contact: Linda Bowman 312-965-0540

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F H Cooper LLC, dba Cooper Business & Technology Marketing, has launched their newly published “Marketing in Action” Series. Cited by marketers and C-Level Executives as the most challenging marketing areas today, they are Growth, Innovation, Technology and Risk.

The Series details ways to optimize and use each of these more effectively to enhance and strengthen existing and future marketing efforts. There are sections that explore the Introduction, Background, Challenge, Considerations, and Strategic Fit. Cooper Business & Technology Marketing has leveraged decades worth of industry knowledge, strategic thinking and innovative creativity into the “Marketing in Action” Series which can be accessed at www.cooperllc.net/publications.

Over the years, Cooper Business & Technology Marketing has worked and bonded with Fortune and mid-sized companies, not-for profits, and government agencies. They focus on marketing emerging technologies, i.e., Robotics, Artificial Intelligence, Automation, Controls, Electronics, Instrumentation, Manufacturing and B2B.

Cooper is a corporate member of the Association for Advancing Automation (A3) and individual member of the IEEE Robotics and Automation Society.

For more information, visit their website at www.cooperllc.net.

