

Author Delivers the DNA of the Modern Marketer in His New Book 'The MultiThread Marketer'

DES MOINES, Iowa, March 22 (SEND2PRESS NEWSWIRE) – Des Moines author Douglas E. Mitchell today announced the release of his latest book, "The MultiThread Marketer: How To Hire (Or Better Yet) Become One" (ISBN: 978-1607460541).

The concept of multithreading is borrowed from computer processing where millions of calculations are conducted in parallel to speed results. The same theory can be applied to conducting marketing activities in any agile business. By leveraging the expertise of numerous "threads," a business can often make a quantum leap in marketing output.

"The MultiThread Marketer" provides business leaders a template for making the best marketing hire, provides recent graduates and mid-career professionals a road map to dramatically increase their value in the marketplace, and entertains the reader with real life anecdotes and case studies that drive the message home.

"The sheer speed and rapid execution demanded in our hyper-economy makes businesses very uncomfortable today," says Mike Wagner, professional speaker and leadership consultant. "It takes a special skill set to harness the power of the tools and technology available today without getting overwhelmed. In our work, we see business leaders struggling because their internal teams aren't equipped for today's trench warfare marketing."

Mitchell's experience in growing his own virtual agency led to writing the MultiThread Marketing book. "I directly experienced the power and speed of putting local expert resources on my projects," said Mitchell. "We accomplished more in 30 days than most companies achieve in a year and at a fraction of the cost."

"The MultiThread Marketer: How To Hire (Or Better Yet) Become One" is available at Amazon.com in both print and Kindle formats at \$14.95 and \$9.95 respectively and on the publisher's website www.FastPencil.com/marketplace.

About the Author:

Douglas E. Mitchell is a technology start-up veteran and Southern California native who moved to Des Moines in 2005 to reclaim his time, his family, and his destiny. Doug founded createWOWmedia, a virtual marketing agency, in 2008 which he sold in 2010 to focus on writing. Mitchell now holds the Vice President of Marketing position with BirdDogJobs, an Iowa based recruiting technology firm.

For more information about The MultiThread Marketer, please visit www.douglasEmitchell.com.

Book cover, book summary with 2 chapters, and bio photo can be downloaded at:
<http://bit.ly/MTM-bookcover>, <http://bit.ly/MTM-press-summary>,
<http://bit.ly/doug-bio-headshot> .

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