

IPexpert Names David R. Kaufman Vice President of Sales and Marketing (PR Newswire via Yahoo! Financ

Contributed by Webmaster

More info...

IPexpert, Inc., a leading global provider of network certification training, announced today the appointment of David R. Kaufman as Vice President of Sales and Marketing. Kaufman brings to IPexpert over 20 years of sales and marketing experience in the certification training industry.

WD'S NEW DUAL-DRIVE MY BOOK WORLD EDITION II NETWORK STORAGE SYSTEM ADDS EXTRA LEVEL OF PROTECTION FOR A FAMILYS ... (Thaipr.net)

WD (NYSE: WDC), the worlds leader in external storage solutions, today introduced its newly redesigned My Book World Edition II dual- drive network storage system in capacities of up to 4 TB.

eDiets.com(R) Announces Meal Delivery Marketing Partnership With Gold's Gym Franchise Network (PR Newswire via Yahoo! Finance)

eDiets.com, Inc. , a leading provider of convenient at-home diet, fitness and healthy lifestyle solutions, today announced a marketing partnership with Gold's Gym franchise network, in which eDiets' fresh-prepared meal delivery service will be promoted to Gold's Gym clients through the company's more than 400 franchise gym locations nationwide.

8 Steps to Getting Sales and Marketing to Play Nice (E-Commerce Times)

There are dozens of webinars, seminars, research reports, whitepapers, and blog postings on the topic of sales and marketing alignment. Despite the endless flow of resources and suggestions, sales and marketing alignment continues to elude many organizations. Misalignment is often a byproduct of a lack of process and a natural result of traditional marketing and sales roles.