



Inside Microsoft Dynamics Marketing

By Mauro Marinilli PhD

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Inside Microsoft Dynamics Marketing is an in-depth introduction to the functionality provided by Dynamics Marketing, the new Microsoft solution for marketing professionals. Marketing managers, media buyers, agencies and other marketing professionals can evaluate the capabilities of the product and understand the details of how Dynamics Marketing can be used in their professional practice. It will also be useful for power users and IT professionals as a practical guide for getting started with the product, from purchase to user setup to business configuration and daily management.

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Editorial Review

About the Author

Mauro Marinilli is a Senior Program Manager in Microsoft Dynamics CRM R&D team working on Microsoft Dynamics Marketing. He is responsible for various key functional areas of the product. He has almost a decade of experience in envisioning and building cutting-edge, customer-focused Microsoft Dynamics software. Before joining the Dynamics CRM team, he worked in Dynamics NAV driving various critical areas of the product. Prior to join Microsoft he worked as a technical consultant in the custom ERP space on large international projects. Mauro holds a PhD in Artificial Intelligence and he is the author of various technical books.

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