



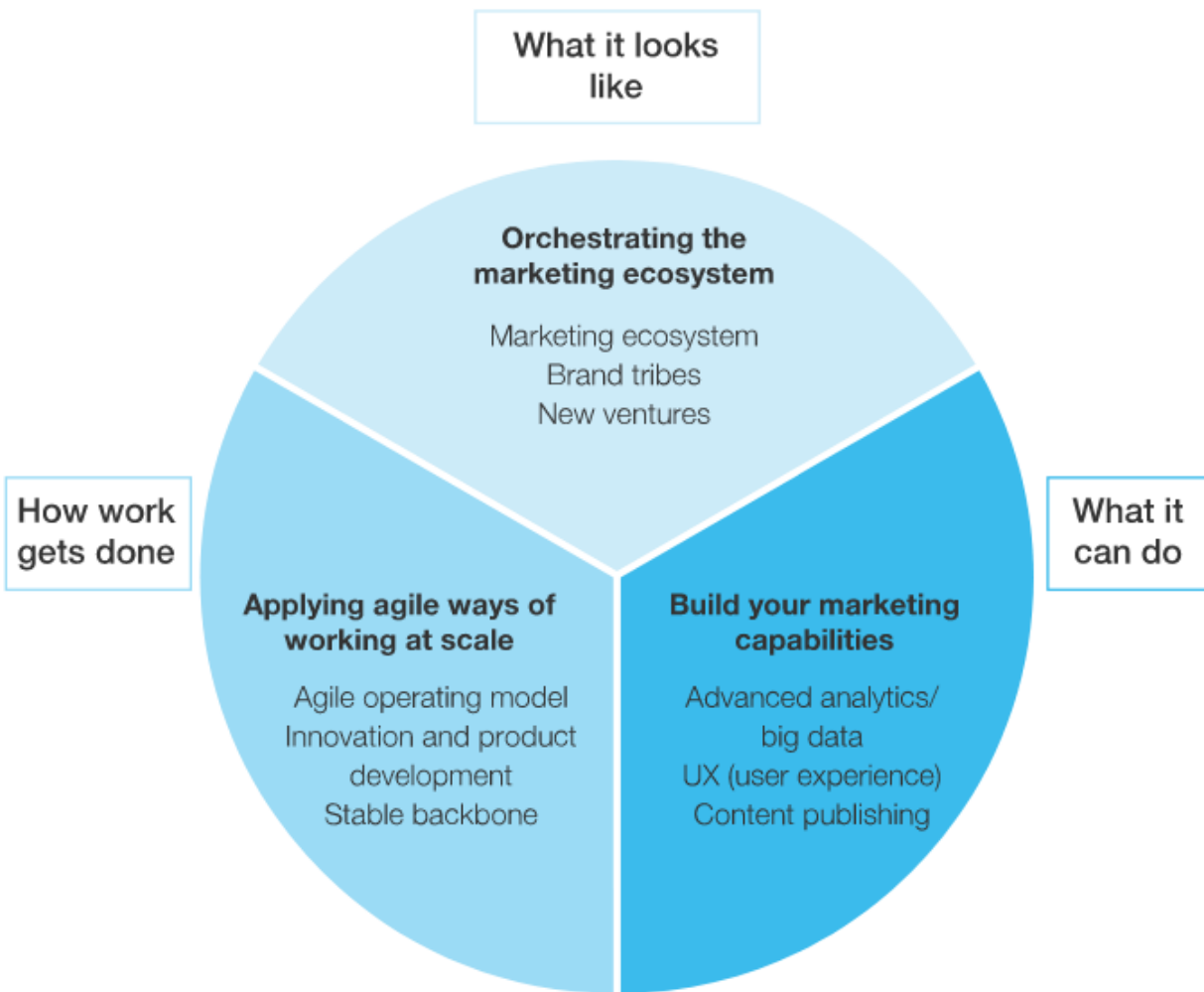
Building a marketing organization that drives growth today

Posted by [Derek A. Lackey, Editor](#) / August 12, 2017

Technologies and customer expectations have changed faster than marketing organizations. Here's how to fix that.

Exhibit 1

Making the marketing organization fit for the future



McKinsey&Company

Orchestrating the marketing ecosystem

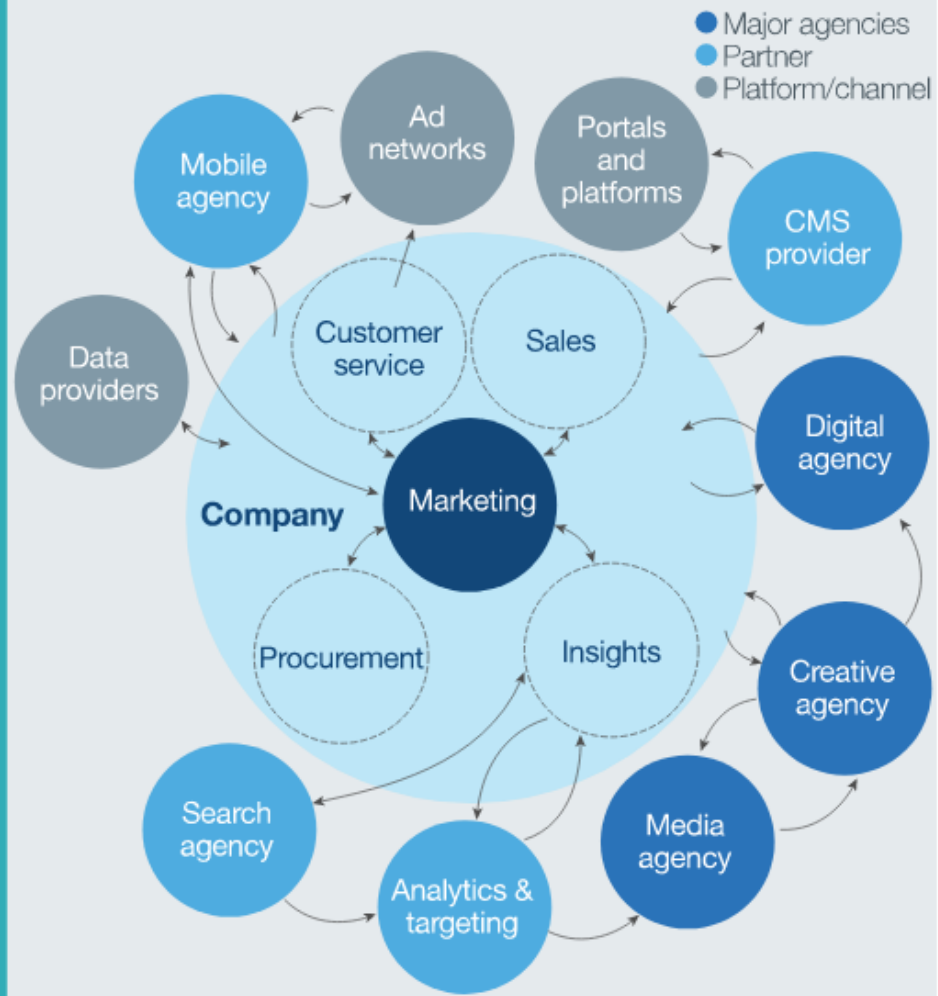
The digital age has made the old agency model redundant with the emergence of an array of narrower, more specialized services (see sidebar, "The five shifts that have redefined the modern marketing landscape"). Making effective use of these capabilities requires new management approaches and ways of working:

Exhibit 2

From a linear campaign process with few partners...



... to an inter-connected ecosystem



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