

CabinetM Publishes Attack Your Stack

A practical guide for marketers building and managing marketing technology stacks

BOSTON, MA, USA, January 14, 2019 /EINPresswire.com/ -- CabinetM Inc., the management and discovery platform for marketing operations teams, today announced it has published a new workbook, Attack Your Stack, to guide marketers through the process of building and evolving marketing technology stacks.

Authored by Anita Brearton, CabinetM founder and CEO, Attack Your Stack delivers insights derived from the hundreds of marketing stacks being managed on the CabinetM platform and from CabinetM's community of marketing operations professionals. The workbook also includes insights by industry insiders Jeff Harvey (Red Wing Shoes), Allen Pogorzelski (Openprise), and Stacy Falkman (Paychex, Inc.).

"My goal in developing the workbook was to deliver insights in a form that was useful to marketing operations," said Anita. "The workbook is succinct, filled with worksheets to invite the scribbling of ideas, and covers the entire lifecycle of the marketing technology stack."

Key topics in Attack Your Stack include:

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Anita Brearton, CEO

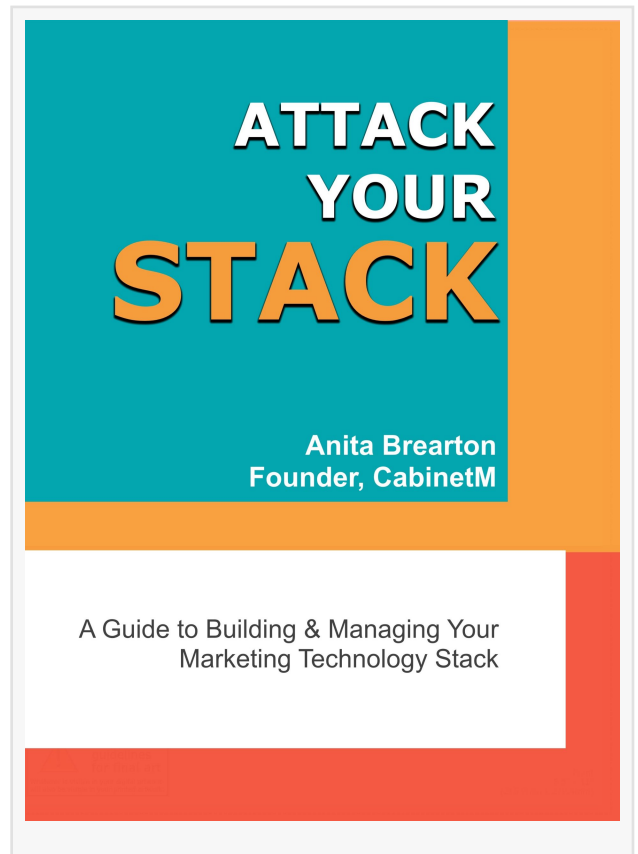
- Identifying stakeholders
- Stack architecture
- Stack auditing
- Stack strategy
- Product discovery
- Stack management

“Best practices for stack building are keeping pace with the innovation and evolution in the marketing technology world,” said Sheryl Schultz, CabinetM co-founder/COO. “Given that, we plan to continue evolving Attack Your Stack to ensure that the content remains relevant. If you are a vendor, analyst, or marketing ops practitioner, and would

like to contribute to the next version, please reach out to Erica Ross (eross@cabinetm) with any relevant quotes, case studies, and commentary.”

Availability and Pricing

Attack Your Stack is available for download by texting stackworkbook to 44222, for purchase on



Amazon (Kindle \$4.99, Print \$9.99), or by [requesting](#) a complimentary printed copy from CabinetM.

About CabinetM

CabinetM helps modern marketing teams manage the technology they have and find the tools they need. The CabinetM marketing technology management platform enables full lifecycle support around digital tool discovery, qualification, implementation and management, providing critical visibility and leverage to save time, money and drive revenue. The company has built the industry's most comprehensive database of over 10,000 marketing tools, and currently has the largest set of marketing stack data as a result of hundreds of marketing stacks that have built and are being managed on the platform. For additional information: www.cabinetm.com; @cabinetm1

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