

E&R announces new release The Essential Guide to Strategic Growth—Avoiding 'stragedies' through effective 'marketecture'

Author Vivek Sharma is a seasoned professional with a rich background in enterprise sales, business development, and corporate strategy in the technology field.

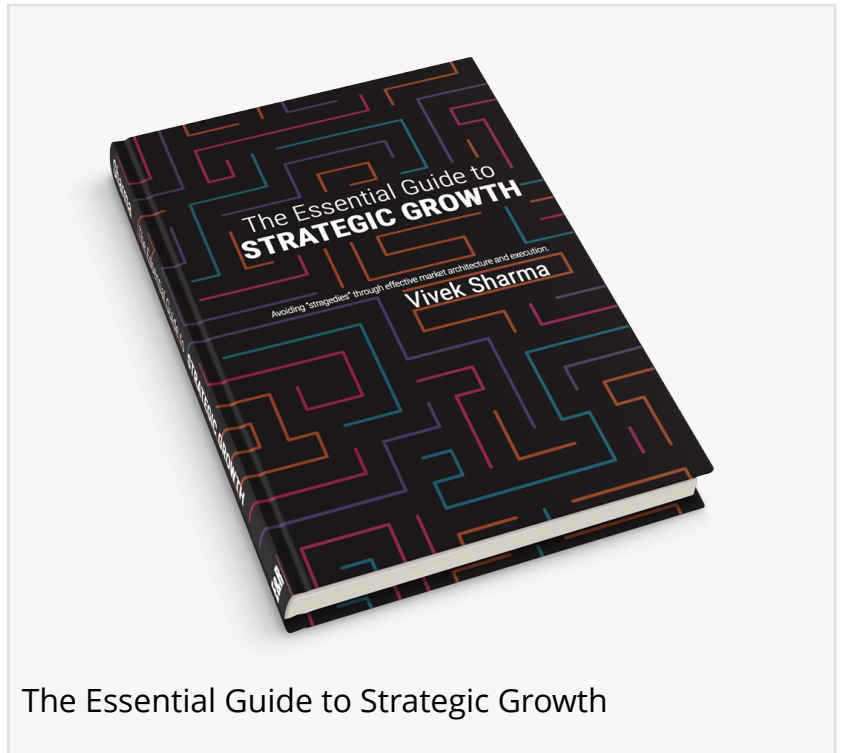
NEW YORK, NY, UNITED STATES, August 8, 2024 /EINPresswire.com/ -- E&R Publishers, New York, is proud to announce a business book release by new author [Vivek Sharma](#).

[The Essential Guide to Strategic Growth](#)'s title inherently communicates this book's purpose: a how-to for business development professionals in the technology industry for developing a strategy and executing that strategy with the support of a framework coined the "marketecture."

These insights, which can be immediately applied to the work of professionals in technology, partnerships, alliances, business development, or strategic growth, make this book a must-read for anyone in these fields.

Whether you're seeking to refine your current business trajectory, validate your strategies, or completely rethink your organization's partnerships, this book is a valuable resource to guide you in this process.

Vivek Sharma's multidisciplinary experience includes enterprise software, cloud computing, AR/VR, and SaaS startups, skills that uniquely position him to deliver this insightful work. The author's depiction of real-life experiences helps drive an exciting medley of business insights, keeping the reader engaged throughout.



The Essential Guide to Strategic Growth

Mr. Sharma's company, [Vyver Consulting LLC](#), is a go-to-market strategy consulting firm that specializes in scaling enterprise software businesses, from startups to large corporations.

The Essential Guide to Strategic Growth—Avoiding "stragedies" through effective "marketecture." is officially released on August 8, 2024, and is available now at all bookstores and on Amazon.com.

“

In this book, there are insights, tips, and tricks I believe could help anyone in the tech industry along the way and this book serves the purpose of delivering them in a fun, understandable way.”

Vivek Sharma



Vivek Sharma

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The Essential Guide to Strategic Growth's title inherently communicates this book's purpose: a how-to for business development, strategy, execution, marketecture, corporate development, and more. The author's deep experience in the field provides transparent insight, enabling the business reader to immediately benefit from decades of experience in one fast, adventurous read.

Discover the meaning of "marketecture" from the man who coined the phrase. Learn from his mistakes, triumphs, and visionary solutions to what some consider simple problems after they have spent decades searching for the solution themselves.

This book offers a wealth of practical insights that can immediately impact the work of professionals in technology, M&A, business development, or strategic growth. Whether you're looking to refine your current trajectory, validate your strategies, or completely rethink your organization's direction, it is a valuable resource.

About the Author

Vivek Sharma, a seasoned professional with a rich background in enterprise sales, business development, and corporate strategy, has honed his skills over almost two decades at AWS, CA Technologies, Magic Leap, and Vonage, as well as several technology startups. His experience in AR/VR, enterprise software, cloud computing, and SaaS startups using AI & machine learning uniquely positions him to deliver this insightful work.

"From my early days as a software developer in the telecom industry to corporate development at a large tech firm and business development at several startups, there are insights, tips, and tricks I believe could help anyone's journey in the tech industry. This book serves the purpose of delivering hard-found knowledge in a fun, understandable way.

~Vivek Sharma

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The Essential Guide to Strategic Growth back cover.

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