

SHASHI UPADHYAY

KENT McCORMICK

THE
REVENUE
ACCELERATION
RULES

SUPERCHARGE SALES AND MARKETING

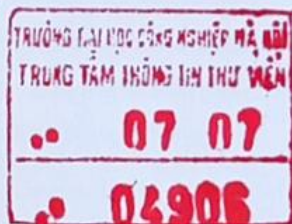
THROUGH

ARTIFICIAL INTELLIGENCE,
PREDICTIVE TECHNOLOGIES AND
ACCOUNT-BASED STRATEGIES

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For Mira, Jayant, and Runi
—Shashi

To my family
—Kent

*The authors' proceeds from this book will be donated to Doctors
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THE REVENUE ACCELERATION RULES

"By judiciously applying AI to data-intensive marketing tasks, such as finding and prioritizing the right buying organizations, and then selecting the messages to deliver to the right people inside those organizations at the right time, marketers can realize dramatic productivity gains. This book is a great guide for anyone looking to accelerate their programs with data and machine learning."

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—**LEA ANN EBLIN**, vice president of Global Marketing Operations, Strategy & Planning at Citrix

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