

# North Carolina Biotechnology Center

Offices in Asheville | Charlotte | Greenville | Research Triangle Park | Wilmington | Winston-Salem

## Training Resources for Life Sciences Marketers from Jan. 25 Program

### Courses & Certifications

[Digital Marketing Bootcamp](#) at UNC-Chapel Hill

[Digital Marketing Bootcamp](#) at NC State University

[Digital Media & Marketing](#) at Duke University

[LinkedIn Learning](#)

[Marketing Certificate](#) at NC State University

[American Marketing Association](#) (AMA)

[Digital Marketing Institute](#) (partnership with AMA to earn 2 certifications from one course)

CRM-specific Training (See Salesforce, HubSpot Academy, Zoho)

[Marketing Profs](#)

### Mentoring

American Marketing Association's [Mentorship Program](#)

### Conference

[Digital Marketing in Life Sciences Virtual Conference](#) Feb. 24-25, 2022

### Panelists' Book Recommendations

- *1 Minute Manager* by Kenneth Blanchard, Ph.D. and Spencer Johnson, M.D.
- *Blink: The Power of Thinking Without Thinking* by Malcolm Gladwell
- *Dare to Lead: Brave Work. Tough Conversations. Whole Hearts.* Written by Brené Brown
- *Making the Complex Compelling - Creating High-Performance Marketing in the Life Sciences* by David Chapin
- *Good to Great – Why Some Companies Make the Leap and Others Don't* by Jim Collins
- *Hug Your Haters: Embrace Complaints and Keep Your Customers* by Jay Baer
- *Invisible Solutions: 25 Lenses That Reframe and Help Solve Difficult Business Problems* by Stephen M. Shapiro
- *It's Not What You Sell, It's What You Stand For: Why Every Extraordinary Business Is Driven by Purpose* by Roy M. Spence Jr. and Haley Rushing
- *Selling the Invisible: A Field Guide to Modern Marketing* by Harry Beckwith

- *The Challenger Customer: Selling to the Hidden Influencer Who Can Multiply Your Results* by Brent Adamson
- *The Mindful Marketer – How to Stay Present and Profitable* by Lisa Nirell

### **Panelists' Podcast Recommendations**

- Social Media Marketing with Michael Stelzner
- The Digital Marketing Podcast with Daniel Rowles & Ciaran Rogers
- The Golden Circle with Simon Sinek
- Entrepreneurial Thought Leaders from Stanford eCorner