

The CX, Brand & Career *Handbook*

Channels change monthly. Three things compound for decades: the experience customers stay for, the brand in their heads, and the career you build managing both.

INSIDE, YOU GET:

- **CX is the whole picture** — the ‘white puzzle’, the four listening posts, and where to actually start
- **Earn the right to your story** — why Ford can tell a South African story and imported brands can’t
- **In real life** — the experiential comeback, and the measurement layer that makes it fundable
- **Getting in, education vs experience, choosing your shape** — the career map from leaflet-checker to CMO

“You’ve earned the right to tell a South African story because you’ve really invested. We are as much a citizen of this country as you are.”

— Tarryn Knight, Head of Marketing, Ford South Africa

60+

BRANDS OF EXPERIENCE

7

FRAMEWORKS

19

PAGES

Anyone can listen to 35 hours of podcast. Members get the 35 hours done for them.

Join the South African Marketers' Circle — R100/month, and this guide (plus five more) is yours today.

samarketerscircle.co.za