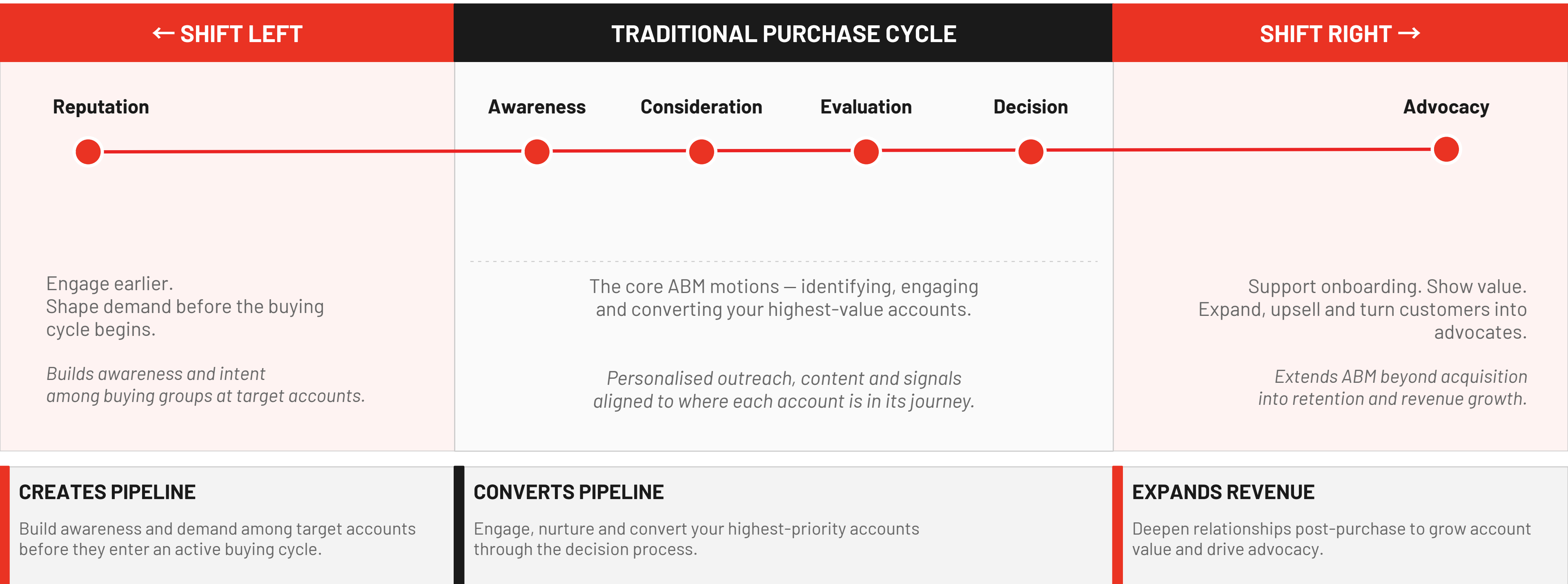


SHIFT LEFT. SHIFT RIGHT.

Robert Norum's ABM OS Framework

How account-based marketing creates commercial value at every stage – not just during the sales cycle.



CHALLENGE MARKETING

Engagement is everything.