



Ditch The Box Archives Available

June 17th 2015: **The Power of Packaging and Marketing Success**

This week's informative episode brings to light a few prominent themes in the world of packaging. We will discuss the power of packaging and its role in **MARKETING**. We will also bring in the global economy factor and consider the implications of this reality. The traditional definition of marketing will be discussed and misconceptions dealing with business overseas will be challenged. If you want to learn how to build and sustain a business for the long haul without having to outspend your competition for market share but rather out-hustle them, join us as we dig into this episode of Ditch The

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Featured Guests



Dr. Yong Wang

Dr. Yong Wang is an associate professor of marketing at Ohio University. He teaches Foundations of Professional Sales, Marketing Research, Business-to-Business Marketing, International Marketing, and Marketing Strategy. Prior to teaching at Ohio University, Dr. Wang had research and consulting experiences in international organizations and private consulting firms. His research is focused on frameworks in buyer behavior. Buying decisions are driven by a mix of rationality and hyperreality, both shaped by social and cultural contexts. His consulting expertise includes international marketing research, international trade, sourcing, and FDI, cross-cultural negotiations, strategic planning

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Owen Blevins

Owen Blevins is a Partner at Focus Inbound. As a consultant to mid-sized businesses, he has 3 decades of real world experiences marketing businesses successfully to others. Owen specializes in inbound marketing strategies and tactics that can be incorporated using LinkedIn – Facebook – Twitter – Ad Words – PPC – Online Video – Blogging – E commerce – Search Engine Optimization and Marketing – Contextual Demographics – Customer Persona Identification – Mobile Integration – Calls-to-Action – Landing Pages – Website Design and Development. He brings a real world, common sense approach to selecting and implementing these tools for your business by employing a blended strategy to increase your vi

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