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General News

CMO Deb Ruffins Guest Speaker on The Passle Podcast—How to Develop a Revenue Mindset

CMO Deb Ruffins joined *The Passle Podcast* for an in-depth discussion with host Alistair Bone on how to develop a revenue mindset and approach to enable marketing professionals to become central to the growth of their firm. Deb also speaks to what it means to be revenue focused and why it's a strategy that legal marketers should adopt.

Contact



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