



NEWS WITH EDGE

April 2025 Newsletter

Greetings from Edge!

The pace of change in marketing isn't slowing down. In fact, it's accelerating.

In this month's [News with Edge](#) article, Jennifer Marsnik breaks down why embracing change—rather than resisting it—is critical to long-term success in marketing and PR.

If you plan to attend [CLOC Global Institute](#) in May, or [Scaling New Heights](#) or [AICPA & CIMA ENGAGE](#) in June, I would love to connect. Please contact me via [email](#), via phone (651.247.7872), or set up a time in my [Calendar](#) and we can talk about how Edge can help you embrace and take advantage of the exciting new things happening in 2025.

Looking forward to hearing from you,

Amy L. Juers, MBA
Founder and CEO, Edge Marketing, Inc.

EDGE INSIGHT

Embracing Change in Marketing and PR: A Path Forward

In the world of marketing and public relations, change has moved from a disruptive force to an everyday companion. Whether driven by technological innovation, shifting audience behaviors or evolving business priorities, the pace of change has accelerated—and embracing it is no longer optional.

In this month's [News with Edge](#) article, Jennifer Marsnik breaks down why embracing change—rather than resisting it—is critical to long-term success in marketing and PR.



About the Author:

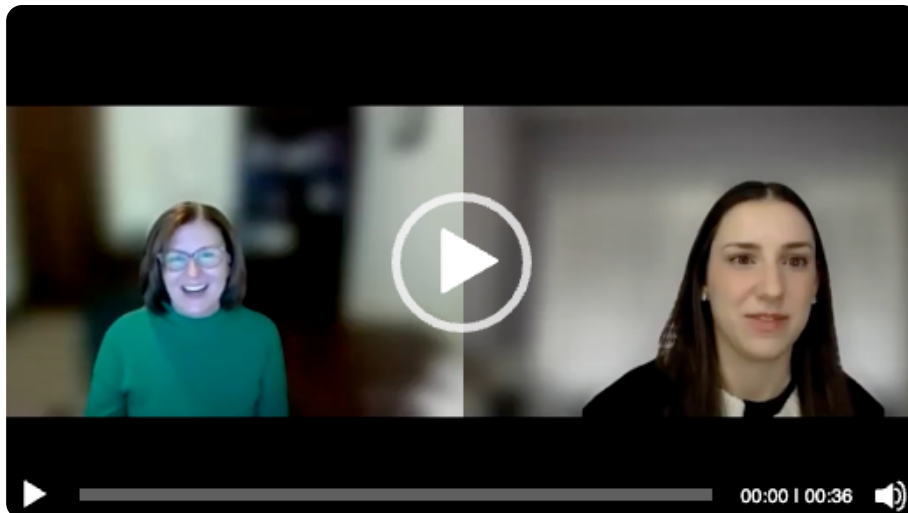
With Edge Marketing since 2007, Jennifer Marsnik specializes in helping clients develop and implement strategic plans that support their overall business goals.

[CLICK TO READ THE FULL ARTICLE](#)



Interested in diving deeper? You can also check out [Edge Unscripted](#) Episode 4: Change Management, in which we talk candidly about the rise of artificial intelligence and how it's impacting marketing and PR professionals in the industries we serve. Change is a constant, but how we *respond* to it is what sets us apart.

In our latest episode, we discuss what it means to truly embrace change in today's fast-moving marketing and PR landscape. From AI and automation to mindset shifts and evolving media formats, we explore it all.



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[ENGAGE](#)

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[Scaling New Heights](#)

June 22-25, 2025
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***"Learn from
one of the best!"***

With more than 25 years of strategic marketing experience and global practice, Edge Marketing founder and CEO, Amy Juers, recently published her first book, sharing her insight and advice for driving your team and your clients to the next level.

Check out [The Marketing Edge](#), available on Amazon!



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and contact us with any questions or comments.



Edge Marketing, Inc.

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