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GROWTH vs MARKETING		
	MARKETING	GROWTH
FOCUS	AWARENESS + ACQUISITION	FULL FUNNEL
GOALS	LEADS, REGISTRATIONS, DOWNLOADS, ETC.	GROWTH RATE
TEAM	MARKETING / ENGINEERING / DESIGN / PRODUCT LIVE IN SILOS	ENGINEERING, DESIGN, DATA, MARKETING INTEGRATED
INFLUENCE	LITTLE INFLUENCE ON CHANGES IN PRODUCT	LOTS OF INFLUENCE TO MAKE CHANGES IN PRODUCT

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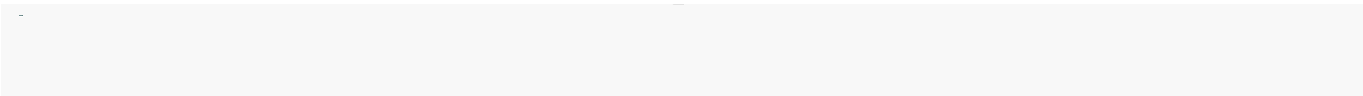
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