

# ALERTS

## How to Combine the Strengths of Team Members

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03.2019

MVA Public Affairs Director of Communication and Media Relations Amy Murphy Curlis' article, "How to Combine the Strengths of Team Members" was published by *Chief Marketer* on March 25.

The article discusses whether communications and marketing team members should be more specialized and how to evaluate what skills are needed. For many in the industry, these are the decades old questions about how to combine the strengths of team members, including agency support, within larger marketing and communications divisions. The questions about specialization exist for smaller groups of teams within one of these domains as well.

To view the complete article, [click here](#).