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The retail landscape is changing. Shoppers are choosier, products are more specialized, and in order to get customers to stick around for the long-term, ...

'It's been a dream come true for our

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*customers': Princess Polly makes the case
for unified marketing*

Evaluate the marketing research conducted by Portland Drake Beverages in this case. Using your knowledge of the research process, discuss the research approach (es) undertaken, how they contributed to ...

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MKT202 Marketing Research Essentials
She will lead the planning function of the entire Publicis Groupe Hong Kong and report to Tom Kao, CEO of Publicis Groupe Hong Kong.

Publicis Groupe HK appoints Katheryn Lui as chief strategy officer

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Anne-Charlotte Mayolle, Marketing Manager at Terres & Eaux ... Terres & Eaux needed a messaging solution, backed-up with an always-on team that could empower it to deliver personalized, ...

CASE STUDY: How Terres & Eaux is using data to deliver truly personalized

Where To Download Marketing Case Studies *messaging* Solutions

In conjunction with this year's WARC Awards for Asian Strategy, this series aims to showcase perspectives from young strategists across Asia, highlighting their take on strategy as a marketing ...

Monitoring Malaysia's young strategists

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As marketers, how do we assure customers that our products and business practices support a sustainable future?

*Go Green: Five Tips For Successfully
Marketing Earth-Friendly Products*

AVer Information Inc. USA, the award-winning provider of education technology

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and video collaboration solutions,
announced today that The Globee® Awar

...

*A Ver VC520 Pro2 Wins Globee® in the
13th Annual 2021 Golden Bridge Business
and Innovation Awards*

In the fast-changing pharmacy landscape

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of Ecuador, DIFARE has partnered with DemandTec to deliver science-based pricing to pharmaceutical customers, positioning DIFARE competitively while achieving ...

*DIFARE Crafts Shopper-Focused Prices
with DemandTec Price Science*

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With Solutions

A million years ago, marketing was the same for everyone. Whether you were ready to buy or not, TV commercials would interrupt your favorite shows. Newspaper and magazine ads would pepper the articles ...

The 13 Best TOFU, MOFU, and BOFU

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*Content Examples in the Content
Marketing Funnel That Drive Leads*

The world's largest professional community, LinkedIn (News - Alert), is celebrating the success of its seven week-long integrated TV-led ad campaign 'Plant'. The ad charts Vik's hunt for a new job ...

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*LinkedIn and System1's Partnership Bears
Fruit in the Successful 'plant' Campaign
Focusing on Career Growth*

The nation's leader in accountable care
receives the Silver GLOBEE Winner for
'Best Healthcare Technology Solution'
KANSAS CITY, Mo. (PRWEB) Caravan

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*Caravan Health Named Winner for Best
Healthcare Technology Solution in Golden
Bridge Awards*

Blog content is a great way for B2B
companies to increase their web traffic.
Demonstrating your industry expertise

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With regular, focused blogging not only boosts your credibility but also shows ...

*Seven smart strategies to enhance your
B2B blog posts and boost your web traffic*

This situation means that services organizations need to evolve their offerings to help customers increase

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adoption. That evolution needs to not only anticipate what customers should do next based on ...

*Benefits of Expanding SaaS Adoption with
Subscription Services*

A second graduate student team competed in SportsPro Media's Hackathon and

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received the Most Socially Sustainable
Concept award.

*MSA students place second in National
Sports Forum's Case Cup Competition*
Sustainable Produce Summit (SPS) will
equip the fresh produce industry with the
knowledge and ability to sustain our

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industry's – and the world's – future. The
online event is presented by The Packer ...

*2021 Sustainable Produce Summit to
Feature In-Depth Content and Marketing
Awards*

LBA Ware™, a leading provider of
incentivecompensation management

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(ICM) and business intelligence (BI)
software solutions for the mortgage
industry, ...

*LBA Ware Director of Marketing Kelley
Mangel Honored as 2021 HousingWire
Marketing Leader*

among others who power the marketing

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technology industry. The 76 companies selected were evaluated on the strength and breadth of their offerings, documented case studies, and client references. BDEX

...

BDEX Named to AdExchanger 2021

Programmatic Power Players List

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Conference presenters include a Pats HR leader, who will share the team's secrets to success off the field. At the HR Technology Conference, we have always enjoyed featuring stories and case studies ...

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