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Though social and digital media are rapidly transforming marketing and new tools emerge daily, in most firms the organization of the function hasn't changed in 40 years. How should marketers revamp their strategies, structures, and capabilities to meet the new realities? To find out, the consultancy EffectiveBrands and its

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As a marketing modeler, Professor Ascarza uses tools from statistics, economics, and machine learning to answer relevant marketing questions. Her main research areas are customer analytics and customer management, with special attention to the problem of customer retention.

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From someone who built up to 20K impressions per month
Photo by Kon Karampelas on Unsplash. When thinking about marketing photography on social media, many ignore Pinterest. This is primarily because a lot of people don't know or understand Pinterest.
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