Marketers Won’t Become Obsolete Due to Bots—Just More Strategic

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http://www.adweek.com/digital/marketers-wont-become-obsolete-due-to-bots-just-more-strategic/

In the Consumer-Driven Society, Direct-Brand Economy and OTT Lead to Innovation

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It’s Time for Brands to Jump Headfirst Into the Conversational Marketing

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Why Ecommerce Brands Need to Diversify When They Rely Upon Other Platforms

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How to Bridge the Gap Between Ecommerce and Retail With Click and Collect

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7 Tips for Protecting Your Brand Against Cyberattacks

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Brands Hesitated With

Marketing on Social Media, and They’re Doing the Same With Influencers

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It’s Time to Swap ‘User’ for the More Personal ‘Consumer’

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It’s Time for Marketers to Start Thinking Like Media Companies

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