Why Intelligent Disruption in Advertising Will Be the Most Important Trend of 2018

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http://www.adweek.com/brand-marketing/why-intelligent-disruption-in-advertising-will-be-the-most-important-trend-of-2018/

As Family Ads Become More Inclusive, One Group Remains Invisible: Stepmoms

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How to Create a Campaign That Spans 2 Decades, Like Mastercard's 'Priceless'

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B2B Marketing Is Going Through a Technological Revolution and CMOs Are Ready to Invest

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New Survey Data Proves It: Agencies Need to Be More Aggressive to Win Clients in 2018

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Here’s What Happened When I Gave Up My Phone for a Week

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Why It’s Critical Brands Take a Stand on Tough Social Issues

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What Brand Marketers Need to Know about Mobile Ad Fraud

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How Brands Can Still Win Over

Customers as Attention Spans Decrease on Social

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