# The Areas Where Google and Amazon Outperform Each Other in Voice Technology

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https://www.adweek.com/digital/the-areas-where-google-and-amazon-outperform-each-other-in-voice-technology/

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# GDPR Offers a Challenge in Designing Better Customer Experiences to Garner Data

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https://www.adweek.com/programmatic/gdpr-offers-a-challenge-in-designing-better-customer-experiences-to-garner-data/

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# How Streaming Provides Advantages and Instills Trust, Pulling From Both

# Traditional and Digital Advertising

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# Consumers Have Made Their Needs Loud and Clear, yet Brands Keep Missing the Mark

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# Here’s How Messaging Is Positioned to Dominate in 2019

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# How Instagram Analytics Can Help Boost ROI in 2019

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# Digital OOH Will No Longer Be a Niche Specialty in Marketing

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# 3 Major Ways Agency Culture Will Change in the New Year

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# The Internal Components That Make a Successful Brand Reinvention

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# How Brands Can Navigate a Video World of Celebrity Creators

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