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Future is Now-Get Ready to Reap the Profits. We stand at the beginning of a consumer-centric agean era with potentially enormous returns for leaders in marketing, advertising and media-if they get their approach right. The new media environment is ?always on,? digitally accessible to audiences from anywhere at any time, and responsive to their control. As consumers get used to this, the world of marketing is shifting...

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• Authored by Christopher Vollmer

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