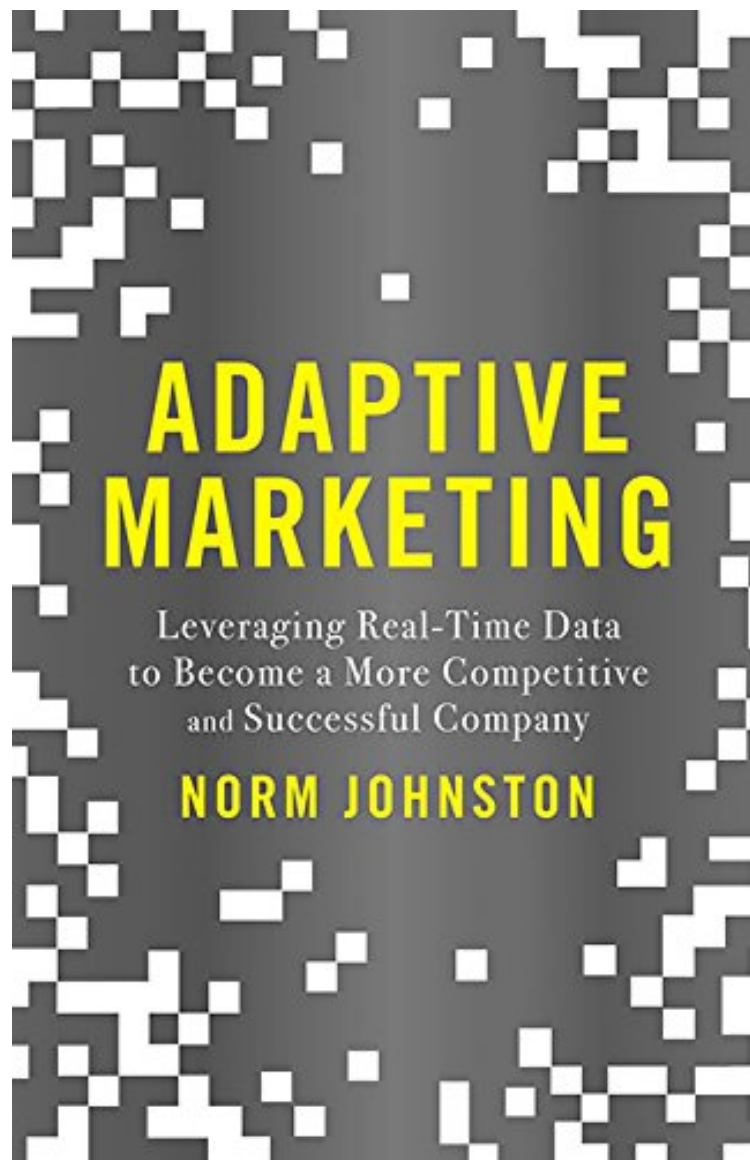


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Adaptive Marketing: Leveraging Real-Time Data to Become a More Competitive and Successful Company

Norm Johnston

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Adapt or die is really the 21st century mantra for business. Authors Norm Johnston provides guidance on how to adopt an Adaptive Marketing model to ensure you are not only prepared for this new data world, but also winning against both traditional competitors and new disrupters.