**Curt Bloom**, president for Crimson Hexagon promotes the uptake of social analysis, “Social media is the world’s largest focus group, with millions of consumers regularly sharing their honest and candid opinions online. No brand or organisation can afford to overlook such a rich source of feedback, ideas and opportunities to engage with customers and prospects…the awareness and influence of social sentiment is undeniable, and what is needed now is investment in the tools capable of extracting raw data, giving it meaning and context, and harnessing it to develop better business decisions.”

