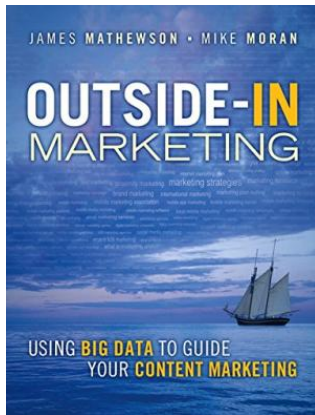


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## OUTSIDE-IN MARKETING: USING BIG DATA TO GUIDE YOUR CONTENT MARKETING



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