

PROGRAM: Brand Innovation from Value Chain Inspiration

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HIDED PROGRAM TITLE (check/uncheck)

How New Marketing Production Technologies and Creative Supply Chain Partners Impact Go-to-Market Strategies and Outcomes

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Program Elements and Content

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Resources

FACTS & STATS

Dec 2016
59 percent of consumers like to tell others about new products.
[Source: Kayako](#)

Dec 2016
Almost 60 percent of consumers in a study were unlikely or very unlikely to return to a business they had experienced poor customer service from, even if a trusted friend said the service had improved.
[Source: Kayako](#)

48% of global consumers don't believe most brands take action on customer feedback.
[Source: Customer Think](#)

Oct 2016
67% of global consumers across all age groups expect brands to respond within 24 hours to their customer service questions, complaints or praise on social media.
[Source: Customer Think](#)

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ARTICLES AND BLOGS

May 2017 MediaVataar
Google and Facebook now control 20% of global adspend

May 2017 Alexandra Bruell
The Rise of Transparent Digital Ad Buying

May 2017 Media Avataar India
Interaction 2017: Digital Advertising Investment Will Surpass TV In Five More Countries

May 2017 Staff
Consumers Dislike Online Pop-up Ads the Most, Print Ads in Newspapers and Magazines the Least

May 2017 Jim Marous
Banks are Marketing Like It's 1999

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BOOK

Suman Sarkar (Author)
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