

**Integrated  
Communications**

**Marketing**

## **INTEGRATED MARKETING**



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**5 Marketing Research 'Must-Haves' for  
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## Three Ways to Improve Customer Retention in 2017



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## How Can SMEs Get the Best Results from Affiliate Marketing?



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## Software Company Augments Consumer

# Marketing Capabilities for Retailers



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## **Key Practices for Gaining the Most Value from Your Data During the Holiday Shopping Season**



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## **Customer Experience: The Secret Weapon in The B2B Sales Process**



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## **How Research Can Help Shape Marketing Strategy [Infographic]**



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