

Clear Voices: Charting a Decisive Course in Marketing

Competitive Challenges Conference Presentation

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Executive Summary:

Against a backdrop of diverse investor preferences, managers are faced with the imperative to craft compelling narratives and effectively communicate their value proposition in order to win business. How do managers determine which channels are most effective for reaching their target audience? What role does data analytics play in informing decisions and optimizing strategies? How can firms maintain brand consistency across diverse platforms, channels and markets?



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