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OECD DEVELOPMENT CENTRE THE EMERGING MIDDLE CLASS IN DEVELOPING COUNTRIES by Homi Kharas Research area: Global Development Outlook January 2010 Working Paper No. 285

OECD DEVELOPMENT CENTRE

How Marketers Are Using Video In 2018 The majority of marketers feel that video converts better than other content - but only a third have integrated video data into their CRM or marketing automation systems.

Marketing Charts - Charts, Data and Research for Marketers

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Global Blue is a tourism shopping tax refund company headquartered in Nyon, Switzerland. The company is best known for tax-free shopping, a VAT/GST refund product and also operates in dynamic currency conversion, marketing services, point-of-sale technology, retail staff education, and customer intelligence.

Global Blue - Wikipedia

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Marketing Metrics: 50+ Metrics Every Executive Should Master

Grey Group is a global advertising and marketing agency with headquarters in New York City, and 432 offices in 96 countries, operating in 154 cities. It is organized into four geographical units: North America; Europe, Middle East & Africa, Asia-Pacific and Latin America.

Grey Global Group - Wikipedia

Children now have a powerful market influence. Childhood consumerism is of concern because it seems to be teaching children to value material things more than human relations. Furthermore, a lot of time and

money spent marketing and advertising to kids, which requires a use of a lot of resources from around the world. Studies show that ...

Children as Consumers – Global Issues

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Various Articles on Invention Marketing Companies. Here's what the Deputy Commissioner of the Patent Office had to say in testimony about a 1994 bill to regulate such companies.

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