

Strategy

30
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Surviving 'The Conversation Age': 3 Ways To 'Speak Human' In A Content-Crowded World

The new economy of conversation: How brands can tell an authentic story

Digital Digital Advertising Digital Marketing



Merilee Kern

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'Blah...Blah...Blah...' This is what most consumers hear when exposed to marketing messages no matter the medium through which it's delivered. Today's consumer demands more than catchy slogans and slick ad campaigns. But, in what's evolved into an overwhelmingly egregious disconnect,

