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# Global Marketing 2018

MARKETING TRENDS WITH A GLOBAL REACH



**freedman**

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## Executive Summary.

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The background to this report and its findings.

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Championing diversity and social causes is integral to an organisation's success.

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Attracting short attention spans with short-form visual content.

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## Truth and Transparency.

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Forget picture-perfect advertising, today's sceptical consumers want marketing messages that reflect the real world.

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## It's Good to Talk.

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Chatbots powered by artificial intelligence are the answer to our online questions.

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Knowledge is more valuable if it's shared, prompting smart businesses to review the way people communicate and collaborate.

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Brands can't afford to ignore consumer demand for instant access to an increasingly varied range of products and services.

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Finding memorable and positive ways to interact and engage with consumers.