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“Without big data analytics, companies are blind and deaf, wandering out onto the Web like deer on a freeway.” When author Geoffrey Moore tweeted that

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statement back in 2012, it may have been perceived as an overstatement. Now, big data is universally accepted in almost every vertical, not least of all in marketing and sales. While Moore's tweet referred specifically to big data ...

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Cesar A. Brea is Managing Partner of Force Five Partners, LLC (forcefivepartners.com), a marketing analytics agency that works with clients in a number of industries to design and

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execute multi-channel marketing and sales strategies, and to build pragmatic, sustainable analytic foundations.. Cesar has more than twenty years experience as a line executive, advisor, and entrepreneur.

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