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this collection of hbr articles will help you figure out what business you re really in collaborate with customers to meet current and future needs create products that perform the jobs people need to get done get a bird s eye view of your brands strengths and weaknesses tap a market that s larger than china and india combined deliver sup

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data driven marketing works best in agile settings where teams can test and iterate in sprints but with nearly two thirds of employees working from home marketing leaders have found it difficult to create an effective cadence

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