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KEYNOTE: Branding in the Digital Age

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Branding in the Digital Age

Dr. Jikyeong Kang

With the recent economic turbulence and technological advances, we have experienced not only dramatic differences in marketing conditions but also the challenge of having to find new ways to stay competitive and to drive corporate growth. Marketers have had no option but to quickly embrace multichannel marketing tools, which have firmly embedded themselves into the media mix. Professor Kang will be discussing how marketers need to expand the channels, tools, and skills required to capture market share and to grow in today's environment.