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Influencer marketing is cutting through the content shock of a digital age
Stagwell Media LP, which on July 8, 2021 entered into an amendment to the transaction agreement providing for the combination of its businesses (the "Proposed Transaction") with MDC Partners, Inc.

Stagwell Marketing Group LLC Reports on Its Exceptional Performance and Highlights Business and Financial Updates Provided in MDC Partners Filing
Jessamyn Stanley's guide to the ancient practice of yoga turned out to be deeper and more demanding than she ever imagined. The author of Every Body Yoga shares the revelations that shaped her second ...

Embracing a practice that doesn't make perfect
State legislatures are wise to ban schools from promoting race essentialism, collective guilt and racial superiority theory.

Research shows why critical race theory shouldn't be taught in public schools | Opinion
The researchers analysed these studies and developed a new theory ... second in the world for its contribution to UN Sustainable Development Goal 3 in the Times Higher Education Impact Rankings 2021, ...

New theory suggests blood immune and clotting components could contribute to psychosis
Since the dawn of marketing, business leaders have been taught that when consumers reach for the same brand every time they shop, that's a sign of loyalty. As the theory goes, once that bond is ...

The Key to Brand Growth Isn't Loyalty, It's Instinctive Brand Preference
It was the second time this week that a judge dressed down lawyers ... Walker told the judge that it was "ludicrous" to suggest he and Fielder had done no original research before filing. "It's ...

'A propaganda tool' for Trump: A second federal judge castigates attorneys who filed a lawsuit challenging the 2020 results
Ata takes a problem-driven approach to bridge the theory and practice of operations ... incidence and brand choice. His research has won the 2019 Dick Wittink Prize for the best paper published in ...

21 UChicago faculty receive named, distinguished service professorships
Two developments have the potential to reshape advanced advertising in the U.S. over the next three years: the growth of AVOD and the parallel need to maximise the value of premium digital inventory, ...

Conference tackles two potential game-changers in U.S. advanced TV advertising on Wednesday: national addressable advertising and AVOD growth
From the halls of Pennsbury and Central Bucks to the state capitol in Harrisburg, debate rages over critical race theory and whether it should be taught in schools.

Analysis: What is critical race theory, and could it be taught in Pennsylvania schools?
I then pursued a bachelor's degree in marketing which was infinitely more ... Well, that is the theory behind what is being written in many financial books. Unfortunately, the truth is ...

Investment Biases: How Your Brain Is Playing Tricks (Part I)
Second, teach the scientific method and how to conduct effective experiments in the business world using up-to-date best practices. Finally, give students an opportunity to practice these methods ...

Why Business Schools Need to Teach Experimentation
This, to me and to Uoma Beauty Founder Sharon Chuter, is essentially a "bullsh*t hysteria" industry masked as science but is largely built on marketing ... after much research and planning ...

No Cap, Uoma By Sharon C. Is The Real Freaking Deal
The true drivers of brand preference are hidden from view. Most current marketing approaches don't reveal them. Companies are spending millions of dollars to understand consumer motivations but ...

The Net Promoter Score era is Over. Enter the Brand Connectome
As business development and marketing director Leah ... engineering and design practice that EBESS is intended to cultivate. Learn more about partnership with the LESA Center and view publications and ...

Students and research leaders prepare to equip a sustainable building industry
When I once worked for a marketing agency that focused on B2B high-tech clients, the chief executive told everyone to highlight to them that our work "shortens sales cycles". His theory was ...

As m-commerce takes the world contactless, should agencies follow suit?
The global men's grooming market is worth \$70 billion, and unfortunately, Black men's needs and concerns are largely glossed over when it comes to marketing ... of the field: research," she ...

Why Is Black Men's Skin Still Being Ignored by the Beauty Industry?
Jesse Bloom, a computational biologist at the Fred Hutchinson Cancer Research Center in Seattle ... does not claim that it advances one theory or another, but he contends it bolsters evidence ...

Seattle scientist digs up deleted coronavirus genetic data, adding fuel to COVID origin debate
Benjamin Watson, the commanding general of the Marine Corps Warfighting Laboratory/Futures Directorate and the vice chief of the Office of Naval Research ... 1st Battalion, 2nd Marines; and ...

The Marine Corps Is Redesigning Infantry Battalions for the Future
We haven't yet seen the offense bog down, followed by the inevitable second-guessing after a tough ... when compared to a first-time coordinator. Advertising Most importantly, it's Carroll ...