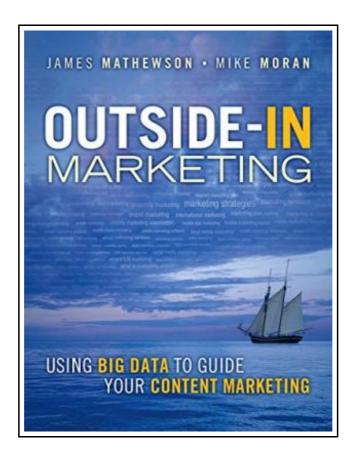
### Outside-In Marketing: Using Big Data to Guide Your Content Marketing



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(Summer Jacobson)

## OUTSIDE-IN MARKETING: USING BIG DATA TO GUIDE YOUR CONTENT MARKETING



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