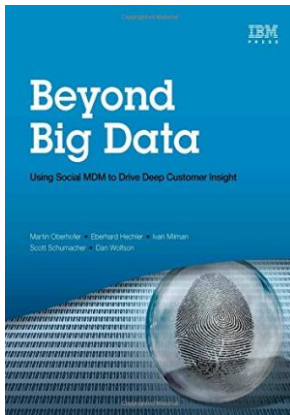


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BEYOND BIG DATA: USING SOCIAL MDM TO DRIVE DEEP CUSTOMER INSIGHT



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