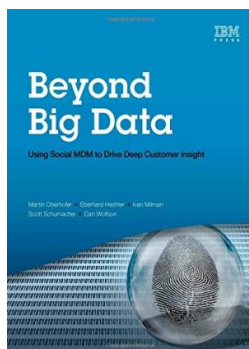


## Beyond Big Data: Using Social MDM to Drive Deep Customer Insight



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