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# **SAS Response: Driving Marketing Performance in a Multichannel Customer Centric World**

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## **ABSTRACT**

Successful multichannel marketing takes more than desire. It requires new processes, skills, organizational alignment and technology. This session discusses issues and common traps that companies run into when they try to broaden from a single-channel, merchandise-centric view of the customer to a customer-centric multichannel view of the business. We also discuss the role that technology can play in enabling this strategic capability.

**No paper was submitted for publication.**

## **CONTACT INFORMATION**

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