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The Market Strategist

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[Hard Soda Brands Toast Success by Understanding Millennial Drinkers](#)

It's very interesting that two hard soda brands with distinct positionings earned spots in IRI's Top Ten Pacesetters, showing the growing popularity of the overall category.

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Audio branding is the next powerful B2B tool.

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Locally, two prepared foods product lines have caught my eye-- and my wallet!-- with their innovative approaches.

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TUNING INTO MOM

UNDERSTANDING AMERICA'S MOST POWERFUL COHORT



MICHAL CLEMENTS | TERI LUCIE THOMPSON

A Book by Michal Clements and Teri Lucie Thompson

[Tuning Into Mom](#) provides a new approach to understanding the "American Mom" market, examining the effect of age of the eldest child on hot-button areas for moms, including food, exercise

and sports, education, safety and health, technology, and fashion and beauty.

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