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The Business of being Social Authored by Shiva Agarwal, Research Director, Innovation, Ipsos in India & Ashwini Sirsikar, Country Service Line leader, Ipsos UU (Qualitative Research), Ipsos in India. 16 July 2020

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coined to describe the new generation of social media marketing. To benefit fully from this fast-growing communications channel, businesses need to be engaged in two-way social conversations – remembering to listen and react to both consumers and other businesses.

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