

2012 Kellogg Marketing Leadership Summit  
**Inventing the Future of Marketing**

PANEL DISCUSSION

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Egon Zehnder International

*Winning With Big Data*

Egon  
Zehnder  
International

McKinsey&Company

NORTHWESTERN UNIVERSITY



## Marketing Today = Profound Change

- Four P's
- Brand Planning
- Market Research
- Reach, Frequency & CPM's
- 360° Marketing

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# The New Reality of Marketing

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## Data Availability

- “**BIG DATA** at the *Speed of Now!*”

## Implications to you, the CMO

- Skill Sets & Capabilities
- What Good Looks Like
- Marketing Organization



YOU Must Change!

# Demystifying BIG DATA



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