



THE MARKETING DEAL

Deal Digest

CRYSTAL BALL GAZING AT THE MID-YEAR MARK

We check in with 6 of the top online resources supporting business and marketing with a vast array of data, reports and opinion by leading lights and research specialists. As 2016 speeds along, how are these predictions playing out? Review these headlines **linked** to their top predictions. I say, mobile for the win, and content marketing 24/7 swallows us whole. Meanwhile, A.I. is gaining fast.



Forbes | Business Honchos

The Top 10 Marketing Trends That Will Define 2016

It's all about customer experience, content, channels and... mobile!



Inc | Business Stars

7 Business Predictions for 2016

Money will be tight, but it's business as usual even in an election year.



Fast Company | Business Innovation

10 CEOs Make Predictions For The Future Of Business In 2016

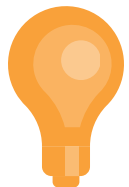
Transparency, Tech, Diversity & Women Rising



Mashable | Business Conversation

14 Mobile Marketing Predictions for 2016

Ads, ads, more ads, and automation.



Entrepreneur | Business Developers

10 Digital Marketing Predictions To Watch Out For In 2016

Inbound & Localization. Big Data & Big Influencers.



Ad Age | Business Advertising

Ad Age's Marketing Predictions 2016

Celebrity Endorsements. Mallification at the Store Level. Amazon Rules.

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