

Customer Insight Strategies

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How to understand your audience and create
remarkable marketing

Christine Bailey



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*This book is dedicated to my daughter, Tazmin, who is
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ABOUT THE AUTHOR

Dr Christine Bailey is Chief Marketing Officer of Valitor, an international payment solutions company. She has spent her career doing B2B marketing in technology/payments, including leading European marketing functions for Hewlett-Packard and Cisco Systems.

A respected thought leader and public speaker with a TEDx Talk, 'Unconventional Career Advice' (114,000 views), Christine has been voted #1 Woman in MarTech by B2B Marketing, #3 female influencer in UK B2B Marketing by Onalytica and in the top 20 women leading the charge in revolutionary SaaS marketing by SaaStock.

Passionate about inclusion and diversity, Christine led Connected Women globally for Cisco and is an advisor for the European Women in Payments Network (EWPN).

Christine is also a Senior Fellow of The Conference Board's Marketing and Communications Center. She has a doctorate (DBA) in customer insight from Cranfield School of Management. This is her first book.

INTERVIEWEES

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William Blundon, Chairman and CEO, Advert One

*acting in a personal capacity

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