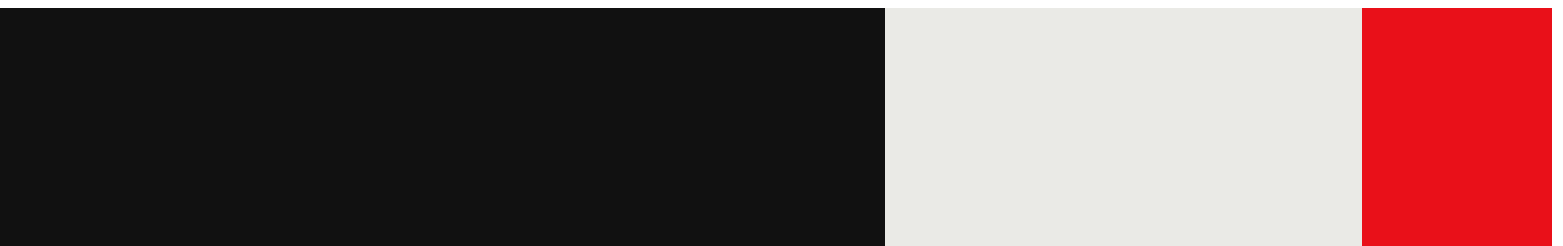
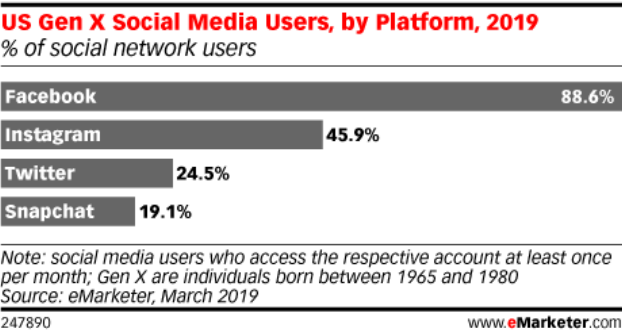


Podcast: Why Marketers' Indifference Toward Gen X Is Insane

Audio



eMarketer principal analyst Mark Dolliver discusses the oft-forgotten Generation X. He also explains the implications of the rise of the Hispanic population in the US and why email still rules conversational marketing.



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