

## Around the World: How sustainable are current subscription services and loyalty programs?

**Audio** 



In today's episode, host Bill Fisher is joined by Paul Briggs, Man-Chung Cheung, and Carina Perkins to discuss the longevity of subscription services and loyalty programs from both a

client and corporate perspective. How many subscriptions can people afford, and how much can companies afford to give away as part of their loyalty programs?

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**Episode Transcript:** 



