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Online Influence in the credit crunch

A guide to leveraging technology influencers

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SUMMARY

The credit crunch is starting to seriously impact the technology industry and with increased volatility comes increased risk. Businesses must ensure they make the right decisions now if they want to weather the storm.

With the line between traditional analysts and tech pundits blurring daily, understanding who is actually influencing your business is vital. Navigating the industry can be difficult and often those without experience fail.

With the relevant data it is possible to improve performance by engaging with the analyst community. This report looks at analyst influence, how this can affect buyers and how to use this information in the current economic climate.

This report will be of relevance to anyone involved in the technology industry seeking to influence buyers or understand the market.

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ADDITIONAL MATERIAL

Contact Details

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