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hope: putting the human at the centre of our trends exploration can help brands forge their own path to making an impact that matters Diana O'Brien Global chief marketing officer Principal, Deloitte Consulting LLP dobrien@deloittecom Andy Main Global head of Deloitte Digital Principal, Deloitte Consulting LLP amain@deloittecom Suzanne Kounkel

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About the Authors Krista Scott-Dixon is the intellectual powerhouse behind Precision Nutrition's coaching curriculum With a PhD from York University in Toronto and 10 years of university teaching, Krista has over 20 years of experience in research, adult education, curriculum design, and

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