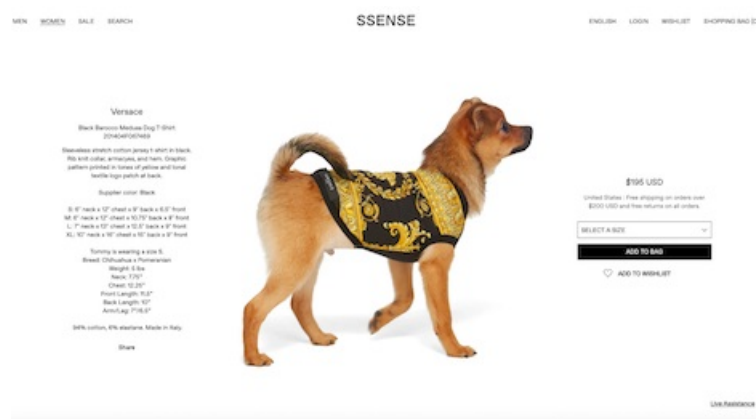


NEWS BRIEFS

Day's wrap: Forrester's 2020 marketing trends, Twitter, Ssense and LVMH

December 6, 2019



Versace Black Barocco Medusa Dog T-Shirt on Ssense.com, \$195. Image credit: Ssense

By STAFF REPORTS

Luxury Daily's live news from Dec. 6:

Forrester Research: 2020 marketing trends

The CMO must establish control that extends beyond marketing, because you simply cannot build, express, sell, communicate, connect or service today's brands without continuity in the budget or authority.

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