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How To Build A Portfolio That Will Get You Hired by William Burks Spencer contains details such as one interviewer mentioning that they look for applicants to identify solutions for brands (page 27).

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How much will US advertisers spend on digital advertising in 2019? We expect US digital ad spending to reach \$129.34 billion in 2019, accounting for 54.2% of total media ad spending. An accelerated decline in traditional media advertising, particularly TV, has led digital to overtake traditional slightly earlier than we previously predicted.

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