

# Marketing Analytics I Uzh

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Jim Sterne, Founder of the Marketing Analytics Summit, Digital Analytics Association and Author of “Artificial Intelligence for Marketing: Practical Applications” (Wiley, 2017), Anne Scherer, Assistant Professor for Quantitative Marketing at UZH, and Alex Mari, Research Associate at UZH, will moderate an Executive Roundtable with 25 senior managers from different industries.

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Some Background •A blockchain is a database, typically decentralized, that holds an immutable record of transactions, obtained through a consensus protocol between parties that do not necessarily trust each other. •Software applications deployed on a blockchain are known as smart contracts. •Blockchain oracles are the data feeds of the blockchain world.

Position: Full Professor of Marketing and Market Research Career: Assistant Professor Winter Semester 2004, Full Professor Fall Semester 2009 E-mail: [rene.algesheimer@uzh.ch](mailto:rene.algesheimer@uzh.ch)

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