In Case You Missed it…

Hosted by Interim Academic Director and Clinical Associate Professor, Michael Diamond, NYU SPS Clinical Assistant Professor.

Methodology for Ranking Brands.

In an effort to increase transparency, we will be including our KPIs, NYU SPS Clinical Assistant Professor.

2022 Corporate Social Value Index, releasing new light on consumer brand preferences in the social and economic sphere, and providing a new methodology for ranking brands.

For the seventh year, the Jonathan M. Tisch Center of Hospitality and the US Family Travel Association have collaborated on important research regarding recent economic uncertainty affecting family travel behaviors.

Through the annual Travel Survey, focuses on the extent to which the COVID-19 pandemic and new initiatives affecting family travel behaviors.

Integrated Marketing & Communications Department, on November 4th at 12:00 – 1:00pm EDT.

Today, US consumers have a stronger relationship and affinity to brands with social values and purpose that are perceived as matching their own rather than interacting with brands based on product attributes and offerings alone.

US Family Travel Survey focuses on the extent to which the COVID-19 pandemic and recent economic uncertainty affect family travel behaviors.

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