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# From Email Marketer to CEO:

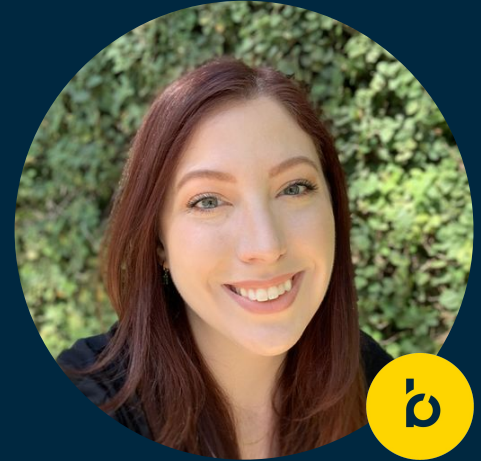
Leading with Customer Insights



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# Why the Future CEO Should Be an Email **Marketer:** Transforming Transactional Touchpoints into Strategic Leadership



# Key Takeaways



Redefine your role



Embrace the personal nature of email



Drive company-wide customer-centricity



Develop leadership skills



Bring emotion and authenticity to your work



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# The Edge

**Issue Number: 18**  
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Hi, *friends!* I hope you're soaking up the last few weeks of summer and settling back into your routine! In this issue, we look at how trends shape the way brands communicate with their audiences.

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**TL;DR** 📌 Recent social media and pop culture trends — like “Brat Summer” — emphasize the importance of real-time, trend-driven marketing to engage audiences.

**Takeaway** 💡 Brands that authentically align with popular