BAED
Business Administration and Economics Department

UNIVERSITY of York
Europe Campus
CITY College

ONLINE GUEST LECTURE

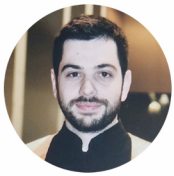
Digital Voices, Brand Choices: Turning Customer Voice into Brand Value

Thursday, 20 March 2025

19:00 pm

Guest Lecturers

Kostas Perdikos
Senior Customer Success @Palowise



Antonis Faklaris
Head of Customer Success & Analytics @Palowise

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In the context of the **Digital Marketing Analytics** module.
Module leader: **Ms. Chrysopigi Vardikou**