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Scott M Smith is Founder of Qualtrics, Professor Emeritus of Marketing, Brigham Young University Professor Smith is a Fulbright Scholar and has written numerous articles published in journals such as Journal of Consumer Research, Journal of the Academy of Marketing Science, Journal of Business Ethics , International Journal of Marketing

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Digitization in the construction industry

(along the lines of Industry 4.0 and the design of the customer journey, for example) By contrast, construction companies concentrate primarily on the digitization of planning, construction and logistics (building information modeling - BIM - and the connected ...