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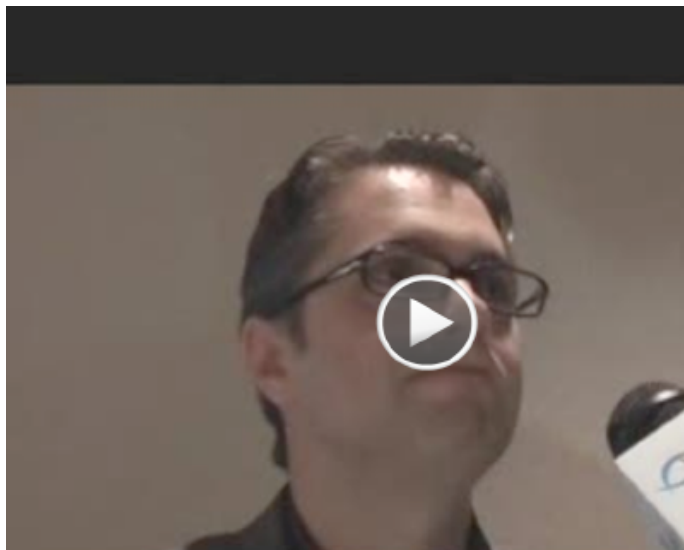
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Interview with Placecast: location-based advertising network

At the recent navigation and Location conference in San Jose, GPS Business news interviewed with Blair Swedeen, vice president market development at 1020-Placecast, a location-based advertising network.



Blair Swedeen was previously principal at Partenza Consulting, a LBS consultancy firm he founded in 2006. Prior to that he was a senior marketing manager with NAVTEQ where he worked on "Discover cities", a map database of pedestrian-related content.



Tuesday 16th December 2008
Ludovic Privat



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