

The Data Dilemma

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Using big data to tailor ads can backfire with customers.

The more spot-on the ad, the more we're suspicious that a seller knows too much about us. Stanford Graduate School of Business Associate Professor of Marketing [Pedro M. Gardete](#) says companies need to be up front about data collection to keep trust intact.

<https://youtu.be/CFuSbMfE-3k>

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