Q&A: Bruce Biegel, Winterberry Group's managing director

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Winterberry Group, an advertising and marketing consultancy, released a report on January 13 revealing US direct and digital ad spending had increased 2.7% to $154 billion in 2010. The report also predicts US direct and digital ad spending will increase by 6.2% in 2011 to $163.9 billion. Winterberry Group managing director Bruce Biegel discusses the report's findings and why mobile marketing why not take off as quickly as expected.

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