

# The World Beyond the Pandemic: Future Priorities and Preferences

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## Abstracts

The COVID-19 pandemic has reshaped the consumer landscape - accelerating changes that were afoot prior to the pandemic while also causing disruptions. With technology and consumer behaviour changing rapidly, companies are required to make strategic decisions that could transform their business models and forge new business partnerships in order to meet the changing needs of the consumer and stay relevant in the long term.

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