

IBM- . **IBM-** ,

- 14 4 **IBM** 1

- ‘ (Custom Audience)’ ..

- ‘IBM THINK ’ ..

Seoul, Seoul, Korea - 2015/05/07: IBM (Facebook) . IBM 14 4

(wants) (needs) , 1 . , , .

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‘IBM THINK (IBM Commerce THINKLab)’ . IBM THINK IBM , 1 .

(Blake Chandlee) “IBM , Commerce THINKLab ” “IBM

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