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## **Year in Review 2018: Brien McDaniel, FXCollaborative**

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What market trend(s) will impact your industry in 2019?

Over the last few years, social media has positively impacted the AEC industry. However, with all of the online noise, it's become quite challenging to set your firm apart from the rest. As we enter 2019, establishing a clear identity and brand will be essential if you want to pursue new projects, cultivate new relationships and plan for your firm's future.

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