

ALLIED | INSIGHTS

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Reflections and
Projections
with **Pete Hilger:**
**Allied's CEO's
Vision for Success**

[LISTEN NOW](#)**ESSENTIAL STRATEGIES
FOR FINANCIAL
LEADERS**

Fls that adapt to the challenges of a new year will be the ones that prosper. Learn what trends you should be preparing for in 2025. [3 min read]

[LEARN MORE](#)**WHAT HAPPENS WHEN
YOUR MARKETING
GETS DERAILED?**

Preparing a long-term marketing strategy can be hard. Understanding the five "Ws" can help keep your

marketing machine on track. [2-min read]

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A wide-angle photograph of the Grand Hyatt Kauai Resort & Spa. The resort is built on a hillside, surrounded by dense tropical vegetation and palm trees. In the foreground, there are several large, clear swimming pools and water features. The sky is bright and blue with some white clouds.



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Grand Hyatt Kauai Resort & Spa



MEET GEN ALPHA: THE NEXT BIG WAVE IN AUTO LENDING

Generation Alpha is too young to finance - for now - but preparation will be key in reaching these tech-savvy newcomers. [3-min read]

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NAVIGATING BENEFITS TO RETAIN

TOP TALENT

Long-term success requires attracting and retaining top talent. But salary isn't everything. Find out why a benefits strategy is key. [3-min read]

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