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Insights and information gleaned from social media data can be used for a broad range of business decisions and investigations, including closing a deal, selecting a jury, deciding whether to impeach an opposing fact witness, identifying suspects in a fraud scheme and detecting insider threats. Wendy Schmidt, a Deloitte Advisory principal in the Forensics & Investigations practice of Deloitte Financial Advisory Services LLP, discusses a Deloitte & Touche LLP survey that explored how executives view social data and how they're using it to support legal, personnel and business investigations and decision making.

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