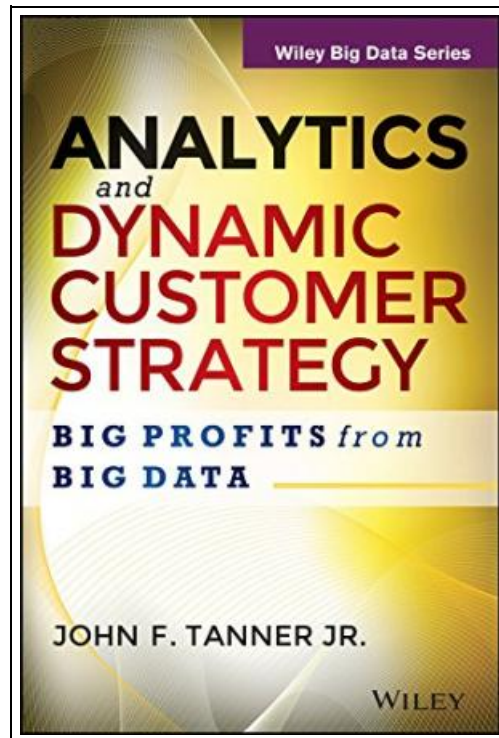


Analytics and Dynamic Customer Strategy: Big Profits from Big Data



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Reviews

It in one of my personal favorite publication. Indeed, it is actually perform, still an amazing and interesting literature. Its been printed in an exceptionally easy way which is merely soon after i finished reading this book where really altered me, change the way i believe.
(Neal Homenick IV)

ANALYTICS AND DYNAMIC CUSTOMER STRATEGY: BIG PROFITS FROM BIG DATA



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Wiley India Pvt. Ltd, 2014. Softcover. Condition: New. This book is intended for a broad audience of marketers in both business to consumer and business to business industries, though it is more likely that business to consumer marketers will be early adopters. The goal is to inform marketing practice and aid business leaders navigating through the competitive storms unleashed by technological change. Using data from a five-year study, as well as case studies and other research, this book provides a process for rigorous decision making, eliminating the paralysis and optimizing decision making for marketing performance. Foreword Preface Acknowledgments Part One: Big Data and Dynamic Customer Strategy Chapter 1: Big Strategy for Big Data Beyond the Hype The Value of Accelerated Learning Introducing Dynamic Customer Strategy DCS Complements Design School Barriers to Big Data and DCS Chapter 2: Mapping Dynamic Customer Strategy Theory as Strategy Concepts Relationships Establishing Causality through Control Conditions Making the Model Operational Target`s Behavioral Loyalty Model Simple versus Complex Models Chapter 3: Operationalizing Strategy Conceptual to Operational Operational Definitions From Strategy to Action Microsoft`s DCS and Fail-Fast Mentality Experiments and Decisions Managing Decision Risk Using Big Data Effectively Part Two: Big Data Strategy Chapter 4: Creating a Big Data Strategy Avoiding Data Traps An Airline Falls into a Data Trap Creating the Data Strategy Chapter 5: Big Data Acquisition Measurement Quality The Truth and Big Data Acquiring Big Data Making Good Choices The Special Challenge of Salespeople Chapter 6: Streaming Insight The Model Cycle Applications of Statistical Models Types of Data--Types of Analytics Matching Data to Models Chapter 7: Turning Models into Customers Mac`s Avoids Mindless Discounting Decision Mapping Conversations and Big Data Cascading Campaigns Cascading Campaigns Accelerate Learning Accelerating the Process with Multifactorial Experimental Design Chapter 8: Big Data and Lots of Marketing Buzzwords Customer Experience...



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