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Bing: Big Data Marketing Creare Valore

Big Data is the next frontier in marketing. This comprehensive, yet eminently readable book by Verhoef, Kooge and Walk is an invaluable guide and a must-read for any marketer seriously interested in using big data to create firm value. Jan-Benedict E.M. Steenkamp,

Mans Presumptuous Brain - yycdn.truyenyy.com

«Abbiamo proceduto facendo un passo alla volta, cominciando col creare un catalogo unico per i prodotti, facendo convergere su un database unificato le anagrafiche dei clienti e riconducendo i meccanismi di fidelizzazione a un solo programma», ha spiegato Michele Miraglia, Data Reply Manager, che ha seguito in prima persona il progetto. Massara e Miraglia sono stati i protagonisti di uno dei ...

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Walker, R. (2015), From Big Data to Big Profits: Success with Data and Analytics. Oxford University Press, Place Wedel, M . and Kannan, P. K. (2016), "Marketing Analytics for Data- Rich

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I Marketing Analytics, ovvero tool e processi per l'analisi dei dati di Marketing, stanno creando una nuova era nelle misurazioni di marketing; tutto accade velocemente, come mai fino ad ora, ed a causa di questi cambiamenti i professionisti di marketing non possono più guardare agli analytics come un qualcosa di esterno che li supporti, o un'attività gestita da una sola persona (come il ...

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Ten Ways Big Data Is Revolutionizing Marketing And Sales

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Peter C. Verhoef is Professor of Marketing at the Department of Marketing, Faculty of Economics and Business, University of Groningen, The Netherlands. He also holds a visiting professorship in Marketing at BI Norwegian Business School in Oslo. Edwin Kooge is co-founder of Metrixlab Big Data Analytics, The Netherlands. He is a pragmatic data-analyst, a result focused consultant, and ...

Use Big Data to Create Value for Customers, Not Just ...

Big Data Marketing, written by CMO Lisa Arthur, gives the C-Suite and their teams a roadmap and examples of how

marketing can use that for their companies to leverage better data, improve go-to-market approaches, and ultimately engage customers more effectively."

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