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| 1. Record Nr. | UNINA9910453416903321 |
| Autore | Tanner John F. |
| Titolo | Dynamic customer strategy : today's CRM // John F. Tanner, Jr |
| Pubbl/distr/stampa | New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2014 |
| ISBN | 1-60649-697-2 |
| Edizione | [First edition.] |
| Descrizione fisica | 1 online resource (168 p.) |
| Collana | Marketing strategy collection, , 2150-9662 |
| Disciplina | 658.812 |
| Soggetti | Customer relations - Management Electronic books. |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Part of: 2014 digital library. |
| Nota di bibliografia | Includes bibliographical references (pages 149-150) and index. |
| Nota di contenuto | 1. Big data and dynamic customer strategy -- 2. The elements of dynamic customer strategy -- 3. Making sense of big data -- 4. Operationalizing strategy -- 5. Acquiring big (and little) data -- 6. Analytics for the rest of us -- 7. Turning models into customers -- 8. Of metrics and models -- 9. Making the case for big data solutions -- 10. Customer culture -- Notes -- References -- Index. |
| Sommario/riassunto | Marketers, merchandisers, and sales executives alike are struggling with Big Data--the data streaming at increasing speeds from myriad channels and options for communicating with customers. The tools are likely to continue to multiply, paralyzing many executives with simply too many choices. Using data from a four-year study, this book provides a process for rigorous decision making, eliminating the paralysis and optimizing decision making for marketing performance. This book is intended for a broad audience including students and professors in graduate business schools, and practicing business executives. The goal is to inform marketing practice and help current and future business leaders navigate through the competitive storms unleashed by technological change. |