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Nota di contenuto	part one. What's driving the data crush? -- part two. The impact on business -- part three. How successful businesses will respond.
Sommario/riassunto	The Internet used to be a tool for telling your customers about your business. Now its real value lies in what it tells you about them. Every move your customers make online can be tracked, catalogued, and analyzed to better understand their preferences and predict their future behavior. The companies that succeed going forward will be those that learn to leverage this torrent of information--without being drowned by it.