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Altri autori (Persone)	BockKoen W. de CoussementKristof NeslinScott A. <1952->
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Sommario/riassunto	While the definition of database marketing hasn't changed, its meaning has become more vivid, versatile and exciting than ever before. Advanced Database Marketing provides a state-of-the-art guide to the methods and applications that define this new era in database marketing, including advances in areas such as text mining, recommendation systems, internet marketing, and dynamic customer management. An impressive list of contributors, including many of the thought-leaders in database marketing from across the world, bring together chapters that combine the best academic research and business ap

