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Chapter 11 Drive Value through Relevant Marketing; Internal Value through Integrating Marketing; External Value through Integrating Marketing; Chapter 12 The Bright, Enlightened World of Customer Experience; The People Marketing Challenge; The People Marketing Opportunity; The Mobile Marketing Challenge; The Mobile Marketing Opportunity; The Information Management Marketing Challenge; The Information Marketing Opportunity; The Big Data Marketing Challenge; The Big Data Marketing Opportunity; Notes; Resources; About the Author
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Sommario/riassunto

Leverage big data insights to improve customer experiences and insure business success Many of today's businesses find themselves caught in a snarl of internal data, paralyzed by internal silos, and executing antiquated marketing approaches. As a result, consumers are losing patience, shareholders are clamoring for growth and differentiation, and marketers are left struggling to untangle the massive mess. Big Data Marketing provides a strategic road map for executives who want to clear the chaos and start driving competitive advantage and top line growth. Using real-world example
