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Nota di bibliografia	Includes bibliographic references and index.
Nota di contenuto	Cover; Title Page; Copyright; Dedication; Acknowledgments; Preface; Here's the Crux; Sharpen Your Competitive Edge; The Birth of a Vision; What You Can Expect from This Book; Going Holistic; In the Beginning ...; Chapter 1: Playing the Blame Game; The Dangers of Making Decisions Without the Right Data, Part I: A Prime Sales Example; The Dangers of Making Decisions Without the Right Data, Part II: Solving the Wrong Problem; The Dangers of Making Decisions Without the Right Data, Part III: Measuring Efficiency When What You Want Is Effectiveness; Management by Guesstimate Chapter 2: Pulling Back the Curtain Notes; Chapter 3: Changing Mindsets; Notes; Chapter 4: Finding the Keys; Notes; Chapter 5: Describing What Happened; Notes; Chapter 6: Diagnosing What's Wrong; Chapter 7: Predicting What's Ahead; Chapter 8: Prescribing What to Do; Chapter 9: Celebrating Success; About the Author; Index; End User License Agreement
Sommario/riassunto	A ""how-to"" guide to boosting sales through predictive and

prescriptive analytics. Data Driven is a uniquely practical guide to increasing sales success, using the power of data analytics. Written by one of the world's leading authorities on the topic, this book shows you how to transform the corporate sales function by leveraging big data into better decision-making, more informed strategy, and increased effectiveness throughout the organization. Engaging and informative, this book tells the story of a newly hired sales chief under intense pressure to deliver higher performance from her team.

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