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Big Data Insights Combat Churn for US Telecommunications Provider  
Chapter 9 Step Four: Make Metrics Your Mantra; Use Metrics to Measure Outcomes; Lessons Learned from Cost per Lead; Part I: The ROI versus ROMI Debate; Part II: The ROI versus ROMMI Debate; Metrics Are the Cornerstone of Accountability; Metrics Improve Buy-In and Alignment; Reasons for Misalignment; Chapter 10 Step Five: Process Is the New Black; Process Is One of Marketing's New Four P's; Integrated Marketing Processes Accelerate Results; Concept to Campaign to Cash; Process Innovation at a Global IT Services Company  
Agile Marketing Part IV Realizing the Value of Big Data Marketing;  
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

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