

1. Record Nr.	UNINA9910815245903321
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Titolo	Big data marketing : engage your customers more effectively and drive value // Lisa Arthur
Pubbl/distr/stampa	Hoboken, New Jersey : , : John Wiley & Sons, Inc., , [2013] ©2013
ISBN	1-118-73402-5 1-118-73405-X
Edizione	[1st edition]
Descrizione fisica	1 online resource (210 p.)
Disciplina	658.8/3
Soggetti	Marketing - Management Marketing - Data processing Marketing research - Statistical methods Internet marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Title Page; Copyright; Contents; Foreword; Acknowledgments; Introduction; Part I The Problem: How Did We Get Here?; Chapter 1 Moving Out of the Dark Ages; The Threat of Digital Disruption; The Enlightened Age of Data; Chapter 2 Why Is Marketing Antiquated?; Tactical (versus Strategic) Marketing; Manual Marketing Management; Silos of Data and Demand for Real-time Engagement; Communicating the Value of Marketing; Lack of Talent and Training; Fragmented and Often Missing Data; Chapter 3 The Data Hairball; What Is the Data Hairball?; The Data Hairball and the Customer Experience Blending Art and Science Integrated Marketing, Really; Data Privacy and Security; Part II Get Ready for Big Data Marketing; Chapter 4 Definitions for the Real World of Big Data Marketing; Big Data Terminology; Big Data Marketing; Integrated Marketing Management (IMM); Marketing Operations Management; Customer Interaction Management; Digital Messaging; Digital Marketing; Chapter 5 Meet the Modern Marketing Department (Michelangelo Meets Einstein); The CMO as a Change Agent; The Data Scientist; The CMO and CIO Dynamic; Part III The Five Steps to Data-Driven Marketing and Big Data Insights

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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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