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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

Chapter 6 Step One: Get Smart, Get Strategic Vision Leads to Strategy; Customer Interaction Strategy; Analytics Strategy; Data Strategy; Organizational Strategy; Technology Strategy; Chapter 7 Step Two: Tear Down the Silos; Tearing Down Silos Internal to Marketing; Tearing Down Silos between Marketing and Other Lines of Business; Developing a Strategic Framework for Synergy; New Best Friends: The CMO and the CIO; Chapter 8 Step Three: Untangle the Data Hairball; Start with Talent; Silos Can Threaten Big Data Strategy; Data Strategy; Discovering Big Data
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

2. Record Nr.	UNINA9910957630503321
Autore	Strittmatter Beate
Titolo	Ear Acupuncture : A Precise Pocket Atlas Based on the Works of Nogier/Bahr // by: Strittmatter, Beate
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Note generali	This book is a revised new edition based on the 4th German edition of Taschenatlas Ohrakupunktur nach Nogier/Bahr, published and copyrighted 2008 by Georg Thieme Verlag, Stuttgart, Germany. Includes indexes.
Nota di contenuto	Ear Acupuncture: A Precise Pocket Atlas Based on the Works of Nogier/Bahr; Title Page; Copyright; Preface to the Second English Edition; Preface to the First English Edition; Contents; 1 Introduction; Zones of Projection; 2 Projection of the Locomotor System; Auricular Innervation, Projection of Germ Layers; The Three Germ Layers: Ectoderm, Endoderm, Mesoderm; Projection of the Locomotor System; Locomotor System-Overview; Projection of the Vertebral Column/Thorax; Entire Vertebral Column; Structures of the Vertebral Column; Cervical Spine; Thoracic Spine; Lumbar Spine C0/C1 (Atlanto-occipital Joint)C7/T1; T12/L1; L5/S1 (Lumbosacral Transition); Coccyx; Sacral Spine; Thorax-Overview; Ribs; Sternum; Clavicle; Trunk Muscles; Projection of the Pelvis; Pelvis-Overview; Pubic Bone; Sacroiliac Joint; Perineum; Projection of the Lower Limb; Entire Lower Limb; Hip Joint; Knee Joint; Ankle Joint; Buttock; Thigh; Lower Leg; Foot; Heel; Achilles Tendon; Toes; Projection of the Upper Limb; Upper Limb-Overview; Large Joints-Overview; Shoulder Joint; Acromioclavicular Joint; Elbow Joint; Wrist; Upper Arm; Forearm; Finger; Metacarpophalangeal Joint of Thumb

Carpometacarpal Joint of Thumb 3 Projection of the Internal Organs; Internal Organs-Overview; Projection of the Cardiovascular System; Heart; Blood Vessels; Lymph Vessels; Projection of the Respiratory System; Respiratory System-Overview; Lung; Bronchi; Trachea; Throat (Pharynx); Projection of the Gastrointestinal System; Gastrointestinal System-Overview; Esophagus; Stomach; Duodenum; Jejunum/Ileum (Small Intestine); Colon (Large Intestine); Appendix; Rectum; Anus; Liver; Gall Bladder; Pancreas; Projection of the Immune System; Spleen; Thymus Gland; Tonsils; Lymph Nodes
Projection of the Urogenital System. Urogenital System-Overview; Kidney; Ureter; Urinary Bladder; Urethra; Uterus; Ovary/Testis; Vagina; Prostate/Fallopian Tube; Penis/Clitoris; Projection of the Endocrine System; Endocrine System-Overview; Thyroid Gland; Parathyroid Gland; Thymus Gland; Pancreas; Adrenal Gland (Cortisone Point); 4 Projection of the Head; Head-Overview; Bony Skull; Projection of the Temporomandibular Joint; Temporomandibular Joint; Projection of the Jaws and Teeth; Upper and Lower Jaws, Teeth; Projection of the Lips and Tongue; Lips; Oral Cavity, Tongue
Projection of the Tonsils and Throat Tonsils; Throat (Pharynx); Projection of the Eyes and Nose; Eye; Nose; Projection of the Paranasal Sinuses and Ear; Paranasal Sinuses; Ear; Projection of the Facial Muscles and Parotid Gland; Facial Muscles; Parotid Gland; Projection of the Occipital Trigger Points; Occipital Trigger Points; 5 Projection of the Nervous System; Projection of the Central Nervous System; Central Nervous System-Overview; Cerebral Lobes-Overview; Cortex; Frontal Lobe; Parietal Lobe; Temporal Lobe; Auditory Line; Occipital Lobe; Corpus Callosum; Thalamus; Hypothalamus; Pituitary Gland
Pituitary Gland Points

Sommario/riassunto

Praise for the First Edition: "This book is an excellent reference for acupuncturists...The illustrations are clear and anatomically ..."
