

1. Record Nr.	UNISA996393939203316
Autore	Gother John <d. 1704.>
Titolo	Transubstantiation defended and prov'd from Scripture [[electronic resource]] : in answer to the first part of a treatise intitl'd, A discourse against transubstantiation
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Autore	Arthur Lisa
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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
