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Sommario/riassunto	Expert guidance on information management for optimum customer intelligence processes Providing essential guidance for information

management, this book helps you understand the basics of information management, how to design and launch customer intelligence campaigns, and optimize existing customer intelligence processes. How to align information management with company strategy Examines how to get, grow, and retain valuable customers Discusses how to optimize existing customer intelligence processes Showing you how to make extensive use of data, statistical, and quan

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