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Sommario/riassunto	"Grasp how mobile, big data, and analytics are combining to change business processes Right Experience, Right Results: Improving Profits, Margin, and Engagement with Mobile and Big Data illustrates how businesses can use mobility, big data, and analytics to enhance or change business processes, improve margins through better insight, transform customer experiences, empower employees with real-time, actionable insight, and more. The book depicts how companies can create competitive differentiation using mobile, cloud computing big data, and analytics to improve commerce, customer service, and communications with employees and consumers. In the past, the technologies used to deliver personalized and contextual services were either unavailable, unaffordable, or reserved solely for the consumer market. Today, however, the next wave of computing--mobile, cloud computing. big data, and analytics--has provided the foundation for businesses to create adaptive, personalized applications and services. Delivered point-of-need, these smarter services allow enterprise

products and services to meet the burgeoning demand for always-connected, accurate, and real-time information. Right Experience, Right Results: Improving Profits, Margin, and Engagement with Mobile and Big Data is your guide to the new way of doing things. The book includes: Real world examples that illustrate how companies across various industries are creating better business processes by integrating new technologies A three step action plan for getting started and overcoming obstacles An electronic checklist with numerous actions that help get you up and running with incorporating mobile, big data, and analytics A guide to drawing insight from mobile, social, and other sources to create richer experiences If you're a CEO, chief marketing officer, marketing director, or business manager, Right Experience, Right Results gives you everything you need to harness technology to breathe new life into your business"--

"This book illustrates how businesses can use mobility, big data, and analytics to enhance or change business processes, improve margins through better insight, transform customer experiences, and empower employees with real-time, actionable insights. The author depicts how companies can create competitive differentiation using mobile, cloud computing big data, and analytics to improve commerce, customer service, and communications with employees and consumers"--
