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Nota di contenuto	Cover; Title Page; Copyright; Contents; Foreword; Preface; Acknowledgments; Part One Big Data and Dynamic Customer Strategy; Chapter 1 Big Strategy for Big Data; Beyond the Hype; The Value of Accelerated Learning; Introducing Dynamic Customer Strategy; DCS Complements Design School; Barriers to Big Data and DCS; Summary; Notes; Chapter 2 Mapping Dynamic Customer Strategy; Theory as Strategy; Concepts; Relationships; Establishing Causality through Control; Conditions; Making the Model Operational; Target's Behavioral Loyalty Model; Simple versus Complex Models; Summary; Notes Chapter 3 Operationalizing StrategyConceptual to Operational; Operational Definitions; From Strategy to Action; Microsoft's DCS and Fail-Fast Mentality; Experiments and Decisions; Managing Decision Risk; Using Big Data Effectively; Summary; Notes; Part Two Big Data Strategy; Chapter 4 Creating a Big Data Strategy; Avoiding Data Traps; An Airline Falls into a Data Trap; Creating the Data Strategy; Summary; Notes; Chapter 5 Big Data Acquisition; Measurement Quality; The Truth and Big Data; Acquiring Big Data; Making Good Choices; The Special

Challenge of Salespeople; Summary; Notes

Chapter 6 Streaming InsightThe Model Cycle; Applications of Statistical Models; Types of Data-Types of Analytics; Matching Data to Models; Summary; Chapter 7 Turning Models into Customers; Mac's Avoids Mindless Discounting; Decision Mapping; Conversations and Big Data; Cascading Campaigns; Cascading Campaigns Accelerate Learning; Accelerating the Process with Multifactorial Experimental Design; Summary; Notes; Chapter 8 Big Data and Lots of Marketing Buzzwords; Customer Experience Management; Value and Performance; Performance, Value, and Propensity to Relate; Responsiveness Citibank MasterCard Responds at Market LevelTransparency; Community; Cabela's Journey to Customer Experience; Summary; Notes; Chapter 9 Big Data Metrics for Big Performance; The Big Data of Metrics; Variation and Performance; Creating a Tolerance Range; Visualization; Creating the Right Metrics; Summary; Notes; Part Three Big Data Culture; Chapter 10 The Near-Simultaneous Adoption of Multiple Innovations; Building Absorptive Capacity; People, Process, and Tools; Managing the Change; Empowering Your Entrepreneurs; Konica-Minolta's Awesome Results; One Result: Customer Knowledge Competence

Global ImplementationNotes; Summary; Notes; Chapter 11 Leading (in) the Dynamic Customer Culture; Leadership, Big Data, and Dynamic Customer Strategy; Leadership and Culture; Movements; Exploiting Strategic Experimentation; Big Data, Big Decisions, Big Results; Afterword; Additional Readings; About the Author; Index; EULA

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## Sommario/riassunto

Key decisions determine the success of big data strategy Dynamic Customer Strategy: Big Profits from Big Data is a comprehensive guide to exploiting big data for both business-to-consumer and business-to-business marketing. This complete guide provides a process for rigorous decision making in navigating the data-driven industry shift, informing marketing practice, and aiding businesses in early adoption. Using data from a five-year study to illustrate important concepts and scenarios along the way, the author speaks directly to marketing and operations professionals who may not necessarily be

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