

1. Record Nr.	UNINA9910878101403321
Autore	Dyche Jill
Titolo	Customer data integration : reaching a single version of the truth // Jill Dyche, Evan Levy
Pubbl/distr/stampa	Hoboken, N.J., : John Wiley & Sons, c2006
ISBN	9786610519231 9781119202127 1119202124 9781280519239 1280519231 9780470056288 0470056282
Edizione	[1st edition]
Descrizione fisica	1 online resource (322 p.)
Collana	Wiley and SAS Business Series ; ; v.7
Altri autori (Persone)	LevyEvan
Disciplina	658.8/120285 658.8120285
Soggetti	Customer relations - Data processing Data warehousing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Customer Data Integration: Reaching a Single Version of the Truth; Contents; Foreword; Introduction; Acknowledgments; Chapter 1: Executives Flying Blind; Chapter 2: Master Data Management and Customer Data Integration Defined; Chapter 3: Challenges of Data Integration; Chapter 4: "Our Data Sucks!": The (Not So Little) Secret about Bad Data; Chapter 5: Customer Data Integration Is Different: A CDI Development Framework; Chapter 6: Who Owns the Data Anyway?: Data Governance, Data Management, and Data Stewardship; Chapter 7: Making Customer Data Integration Work Chapter 8: Making the Case for Customer Data Integration Chapter 9: Bootstrapping Your Customer Data Integration Initiative; Glossary; Index
Sommario/riassunto	""Customers are the heart of any business. But we can't succeed if we develop only one talk addressed to the 'average customer.' Instead we

must know each customer and build our individual engagements with that knowledge. If Customer Relationship Management (CRM) is going to work, it calls for skills in Customer Data Integration (CDI). This is the best book that I have seen on the subject. Jill Dych? is to be complimented for her thoroughness in interviewing executives and presenting CDI."-Philip Kotler, S. C. Johnson Distinguished Professor of International Marketing Kellogg School
