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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 IntegrationChapter 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. JohnsonDistinguished Professor of International Marketing Kellogg Schoo
