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*In the last
decade, the use*

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***of data sciences
in the digital
marketing
environment
has increased.
Digital
marketing has
transformed
how companies
communicate
with their
customers
around the***

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**world. The
increase in the
use of social
networks and
how users
communicate
with companies
on the internet
has given rise
to new business
models based
on the
bidirectionality**

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of
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communication
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between
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companies and
internet users.
Digital
marketing, new
business
models, data-
driven
approaches,
online
advertising

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campaigns, and other digital strategies have gathered user opinions and comments through this new online channel. In this way, companies are beginning to see the digital

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**ecosystem as
not only the
present but
also the future.
However,
despite these
advances,
relevant
evidence on the
measures to
improve the
management of
data sciences in**

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digital
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marketing
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remains scarce.
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Strategies in a
Data-Driven Era
contains high-
quality
research that
presents a
holistic

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***overview of the
main
applications of
data sciences
to digital
marketing and
generates
insights related
to the creation
of innovative
data mining
and knowledge
discovery***

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**techniques
applied to
traditional and
digital
marketing
strategies. The
book analyzes
how companies
are adopting
these new data-
driven methods
and how these
strategies**

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influence
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digital
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marketing.
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Discussing
topics such as
digital
strategies,
social media
marketing, big
data, marketing
analytics, and
data sciences,
this book is

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essential for
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marketers,
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marketers,
advertisers,
brand
managers,
managers,
executives,
social media
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solve real-world
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business
analytics to
understand
customers
and improve
results is a
great idea in
theory, but in
today's
busy offices,
marketers and
analysts need**

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make the most
of all that data.
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book offersthe
perfect
solution.
Written by data
analysis expert
Wayne
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powerful
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Reveals how to
target and
retain
profitable

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points for
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improve online a
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media, viral
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how to exploit
both effectively
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***data has
transformed
the way sports
are played,
promoted and
managed. This
is the first
textbook to
explain how the
big data
revolution is
having a
profound***

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across the
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demonstrating
how sport
managers and
business
professionals
can use
analytical
techniques to
improve their
professional

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***practice. While
other sports
analytics books
have focused
on player
performance
data, this book
shows how
analytics can be
applied to
every
functional area
of sport***

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event
management to
finance and
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Drawing on
research that
spans the
entire sport
industry, it
explains how
data is**

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most important
decisions, from
ticket sales and
human
resources to
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management
and facility
operations.
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contains real
world***

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complimented
by a companion
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useful learning
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Sport Analytics:
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***approach to
sport business
and
management is
an essential
text for all
sport
management
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invaluable
reference for
any sport
management***

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**professional
involved in
operational
research.**

**This book is a
complete
introduction to
the power of R
for marketing
research
practitioners.
The text
describes**

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models from a
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point of view
with a minimal
amount of
mathematics,
presuming only
an introductory
knowledge of
statistics.
Hands-on
chapters

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***accelerate the
learning curve
by asking
readers to
interact with R
from the
beginning. Core
topics include
the R language,
basic statistics,
linear
modeling, and
data***

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visualization,
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**throughout as
an integral part
of analysis.
Later chapters
cover more
advanced
topics yet are
intended to be
approachable
for all analysts.**

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***These sections
examine
logistic
regression,
customer
segmentation,
hierarchical
linear
modeling,
market basket
analysis,
structural
equation***

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**modeling, and
conjoint
analysis in R.**
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**The text
uniquely
presents
Bayesian
models with a
minimally
complex
approach,
demonstrating
and explaining**

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***Bayesian
methods
alongside
traditional
analyses for
analysis of
variance, linear
models, and
metric and
choice-based
conjoint
analysis. With
its emphasis on***

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visualization,
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assessment,
and
development of
statistical
intuition, this
book provides
guidance for
any analyst
looking to
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presents an
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unique discussions
between data
visualization

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researchers and
data journalists, it
offers an
integrated
definition of the
topic, presents
vivid examples
and patterns for
data storytelling,
and calls out key
challenges and
new opportunities
for researchers

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and practitioners.

A "how-to" guide
to boosting sales
through predictive
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guide to
increasing sales
success, using the
power of data
analytics. Written

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by one of the
world's leading
authorities on the
topic, this book
shows you how to
transform the
corporate sales
function by
leveraging big
data into better
decision-making,
more informed
strategy, and

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increased
effectiveness
throughout the
organization.

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informative, this
book tells the
story of a newly
hired sales chief
under intense
pressure to
deliver higher
performance from

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her team, and how
data analytics
becomes the
ultimate driver
behind the sales
function
turnaround. Each
chapter features
insightful
commentary and
practical notes on
the points the
story raises, and

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one entire chapter
is devoted solely
to laying out the
Prescriptive

Action Model step-
by-step giving you
the actionable
guidance you need
to put it into
action in your own
organization.

Predictive and
prescriptive

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analytics is poised
to change
corporate sales,
and companies
that fail to adapt
to the new
realities and adopt
the new practices
will be left behind.
This book
explains why the
Prescriptive
Action Model is

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the key corporate sales weapon of the 21st Century, and how you can implement this dynamic new resource to bring value to your business. Exploit one of the last remaining sources of competitive advantage Re-

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engineer the sales
function to
optimize success
rates Implement a
more effective
analytics model to
drive efficient
change Boost
operational
effectiveness and
decision making
with big data
There are fewer

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competitive edges
to gain than ever
before. The only
thing that's left is
to execute
business with
maximum
efficiency and
make the smartest
business decisions
possible.
Predictive
analytics is the

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essential method
behind this new
standard, and Data
Driven is the
practical guide to
complete, efficient
implementation.

Written by
renowned data
science experts
Foster Provost
and Tom Fawcett,
Data Science for

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introduces the
fundamental
principles of data
science, and walks
you through the
"data-analytic
thinking"
necessary for
extracting useful
knowledge and
business value
from the data you

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collect. This guide also helps you understand the many data-mining techniques in use today. Based on an MBA course Provost has taught at New York University over the past ten years, Data Science for

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Business provides examples of real-world business problems to illustrate these principles. You ' ll not only learn how to improve communication between business stakeholders and data scientists, but also how

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participate
intelligently in
your company 's
data science
projects. You ' ll
also discover how
to think data-
analytically, and
fully appreciate
how data science
methods can
support business
decision-making.

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Understand how data science fits in your organization—and how you can use it for competitive advantage. Treat data as a business asset that requires careful investment if you're to gain real value.

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Approach
business problems
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data-analytically,
using the data-
mining process to
gather good data
in the most
appropriate way
Learn general
concepts for
actually extracting
knowledge from
data Apply data

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science principles
when interviewing
data science job
candidates

Optimize your
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strategies through
analytics and
machine learning

Key Features

Understand how
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for better
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recommendations
Extract insights
from your data to
optimize
marketing

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strategies and
increase
profitability Book
Description

Regardless of
company size, the
adoption of data
science and
machine learning
for marketing has
been rising in the
industry. With this
book, you will

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learn to implement
data science
techniques to
understand the
drivers behind the
successes and
failures of
marketing
campaigns. This
book is a
comprehensive
guide to help you
understand and

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predict customer behaviors and create more effectively targeted and personalized marketing strategies. This is a practical guide to performing simple-to-advanced tasks, to extract hidden insights

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from the data and
use them to make
smart business
decisions. You will
understand what
drives sales and
increases
customer
engagements for
your products.
You will learn to
implement
machine learning

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to forecast which
customers are
more likely to
engage with the
products and have
high lifetime
value. This book
will also show you
how to use
machine learning
techniques to
understand
different customer

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segments and
recommend the
right products for
each customer.

Apart from
learning to gain
insights into
consumer
behavior using
exploratory
analysis, you will
also learn the
concept of A/B

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testing and
Driven
implement it using
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Python and R. By
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the end of this
book, you will be
experienced
enough with
various data
science and
machine learning
techniques to run
and manage
successful

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data science Use
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to predict
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machine learning
to understand
different customer
segments Who
this book is for If
you are a
marketing
professional, data
scientist,
engineer, or a

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student keen to learn how to apply data science to marketing, this book is what you need! It will be beneficial to have some basic knowledge of either Python or R to work through the examples. This book will

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also be beneficial
for beginners as it
covers basic-to-
advanced data
science concepts
and applications in
marketing with
real-life examples.
Search Engine
Optimization
(SEO) Secrets
Data Driven
Decision Making

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This book provides an introduction to quantitative marketing with Python. The book presents a hands-on approach to using Python for real marketing questions,

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organized by
key topic
areas.
Following the
Python
scientific
computing
movement toward
reproducible
research, the
book presents
all analyses in
Colab

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notebooks,
which integrate
code, figures,
tables, and
annotation in a
single file.
The code
notebooks for
each chapter
may be copied,
adapted, and
reused in one's
own analyses.

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The book also introduces the usage of machine learning predictive models using the Python sklearn package in the context of marketing research. This book is

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designed for
three groups of
readers:
experienced
marketing
researchers who
wish to learn
to program in
Python, coming
from tools and
languages such
as R, SAS, or
SPSS; analysts

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or students who
already program
in Python and
wish to learn
about marketing
applications;
and
undergraduate
or graduate
marketing
students with
little or no
programming

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background. It presumes only an introductory level of familiarity with formal statistics and contains a minimum of mathematics. Cult of Analytics enables

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professionals
to build an
analytics
driven culture
into their
business or
organization.
Marketers will
learn how to
turn tried and
tested tactics
into an
actionable plan

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to change their
culture to one
that uses web
analytics on a
day to day
basis. Through
use of the
fictitious ACME
PLC case, Steve
Jackson
provides
working
examples based

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on real life situations from the various companies he has worked with, such as Nokia, KONE, Rovio, Amazon, Expert, IKEA, Vodafone, and EMC. These examples will give the reader

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practical
techniques for
their own
business
regardless of
size or
situation
making Cult of
Analytics a
must have for
any would-be
digital
marketer. This

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new edition has
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updated, now
including
examples out of
how to get the
best from
Google
analytics, as
well as ways to
use social
media data, big
data, tag

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management and
advanced
persona
segmentation to
drive real
value in your
organisation.
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expanded to
include
exercises and
new cases for
students and

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tutors using
the book as a
text.
Tips, tricks,
and little-
known methods
used by
professional
SEO consultants
to rank in some
of the most
competitive
search phrases

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Search engine optimization (SEO) is the process of creating, formatting and promoting web pages in a manner that ensures that they are ranked highly for chosen keyword

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phrases after a user performs a Web search. This unique book taps the relatively unknown market of advanced SEO knowledge, and reveals secrets used by only the best SEO consultants.

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optimization,
and link
building.
Packed with
real-world
examples, this
essential guide
demonstrates
how real SEO
consultants
work with
Fortune 500
companies to

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get the results
they desire.
Explains the
basics of
search engine
optimization
(SEO) and how
it enables a
specific site
to rank high in
a Web search
based on
particular

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keyword phrases
Shares little-
known tricks
and tips of SEO
consultants
that work with
Fortune 500
companies
Demonstrates
how to perform
a professional
SEO Web site
audit Reveals

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the techniques
that current
SEO leaders use
to remain high
in rankings
Divulges
secrets for
spying on your
competitors'
ranking
techniques As
the only book
focused on the

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subject of SEO consulting, this must-have resource

unveils secret tricks of the trade.

Marketers have long been talking about delivering personalized experiences

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across channels. All marketers want to deliver happiness. In reality most marketers still practice one-size-fits-all marketing. Predictive analytics can finally make

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personalized marketing a reality – by making it easy and automated. Predictive marketing is for the first time accessible to all marketers, not just to those at large

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corporations.
In fact, many
smaller
organizations
are leap-
frogging their
larger
counterparts
with innovative
programs. This
book will offer
marketers in
organizations

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large and small
a great primer
of “predictive
analytics for
marketers” as
well as
practical tips
and strategies
to get started
immediately.
The book will
feature many
success stories

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from across the
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lifecycle: how
to use machine-
learning
technologies to
improve
customer
acquisition,
customer growth
and how to
identify and re-
engage

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Data to Win
Customers, Beat
Competitors,
and Boost

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Book Award Silver
Medalist in
Business
Technology The
indispensable*

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*guide to data-
powered
marketing from
the team behind
the data
management
platform that
helps fuel
Salesforce—the
#1 customer
relationship
management*

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(CRM) company in the world A tectonic shift in the practice of marketing is underway. Digital technology, social media, and e-commerce have radically changed the way consumers access

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*information, order
products, and
shop for services.
Using the latest te
chnologies—cloud,
mobile, social,
internet of things
(IoT), and artificial
intelligence
(AI)—we have
more data about
consumers and*

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*their needs,
wants, and
affinities than
ever before. Data
Driven will show
you how to:*

- *Target and delight your customers with unprecedented accuracy and success*
- *Bring*

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*customers closer
to your brand and
inspire them to
engage, purchase,
and remain
loyal ● Capture,
organize, and
analyze data from
every source and
activate it across
every
channel ● Create a*

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*data-powered
marketing
strategy that can
be customized for
any
audience●Serve
individual
consumers with
highly
personalized inter
actions●Deliver
better customer*

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*service for the
best customer exp
erience●Improve
your products and
optimize your
operating
systems●Use AI
and IoT to predict
the future
direction of
markets You'll
discover the three*

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*principles for
building a
successful data
strategy and the
five sources of
data-driven
power. You'll see
how top
companies put
these data-driven
strategies into
action: how*

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Pandora used second- and third-hand data to learn more about its listeners; how Georgia-Pacific moved from scarcity to abundance in the data sphere; and how Dunkin' Brands leveraged

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*CRM data as a
force multiplier for
customer
engagement. And
if you're
wondering what
the future holds,
you'll receive
seven forecasts to
better prepare
you for what may
come next. Sure*

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*to be a classic,
Data Driven is a
practical road map
to the modern
marketing
landscape and a
toolkit for success
in the face of
changes already
underway and still
to come.*

SALIENT

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*FEATURES OF
BOOK • Easy to
understand
language with
simple real life
examples. •
Primarily focused
on Ecommerce
and Retail
industry. •
Stepwise
explanation of*

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*very basic to the
complex of the
statistical
analysis. • All
examples are
solved using R
and Excel or both.*

*• Step by Step
description of
Pentaho BI
Implementation -
ETL, Report, OLAP*

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& Dashboard. •
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Comprehensive
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including
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Theories,
Operation
Analytics, Digital
Marketing, BI
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Application focus
on current Digital
Analytics
Practices.
This book on
marketing
analytics with
Python will quickly
get you up and

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*running using
practical data
science and
machine learning
to improve your
approach to
marketing. You'll
learn how to
analyze sales,
understand
customer data,
predict outcomes,*

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*and present
conclusions with
clear
visualizations.*

*This practical
content guide
empowers
businesses to
understand,
identify and act on
big-data
opportunities,*

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producing
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superior business
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insights for prolific
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marketing gains.
Easy Ways Every
Marketer Can Use
Customer
Analytics and Big
Data
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*The Big Data-
Driven Business
Methods, Metrics,
and Tools*

*Digital Marketing
Analytics
Data Science for
Marketing
Analytics
Data-Driven
Marketing in the
Age of Analytics*

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Get the expert perspective and practical advice on big data. The Big Data-Driven Business: How to Use Big Data to Win Customers, Beat Competitors, and Boost Profits makes the case that big data is for real, and more than just big hype. The book

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uses real-life examples—from Nate Silver to Copernicus, and Apple to Blackberry—to demonstrate how the winners of the future will use big data to seek the truth.

Written by a marketing journalist and the CEO of a multi-million-dollar

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B2B marketing platform that reaches more than 90% of the U.S. business population, this book is a comprehensive and accessible guide on how to win customers, beat competitors, and boost the bottom line with big data. The marketplace has

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entered an era where the customer holds all the cards. With unprecedented choice in both the consumer world and the B2B world, it's imperative that businesses gain a greater understanding of their customers and prospects. Big data is the key to this insight,

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because it provides a comprehensive view of a company's customers—who they are, and who they may be tomorrow. The Big Data-Driven Business is a complete guide to the future of business as seen through the lens of big data, with expert advice on real-

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world applications.
Learn what big data
is, and how it will
transform the
enterprise Explore
why major
corporations are
betting their
companies on
marketing technology
Read case studies of
big data winners and
losers Discover how

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to change privacy and security, and remodel marketing. Better information allows for better decisions, better targeting, and better reach. Big data has become an indispensable tool for the most effective marketers in the business, and it's becoming less of a

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competitive advantage and more like an industry standard. Remaining relevant as the marketplace evolves requires a full understanding and application of big data, and *The Big Data-Driven Business* provides the practical guidance businesses need.

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Many managers view marketing as a creative endeavor, not something that is measurable or manageable by numbers. But today's leaders in the C-suite demand greater accountability. They want to know that they are getting a return on their

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marketing investment. And to get that ROI number, you need analytics.

This expectation is intimidating for the many sales and marketing managers who rely on marketing instincts, not metrics, to do their work. But Marketing Analytics

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Roadmap: Methods, Metrics, and Tools demonstrates that employing analytics isn't just a way to keep the CEO off your back. It improves marketing results and ensures marketers a seat at the table where big decisions get made. In this book, analytics

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expert Jerry Rackley shows you how to understand and implement a sound marketing analytics process that helps eliminate the guesswork about the results produced by your marketing efforts. The result? You will acquire—and keep—more

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customers. Even better, you'll find that an analytics process helps the entire organization make better decisions, and not just marketers. Marketing Analytics Roadmap explains: How to use analytics to create marketing and sales metrics that guide your actions

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and provide valuable feedback on your efforts How to structure and use dashboards to report marketing results How to put industry-leading analytics software and other tools to good use How Big Data is shaping the marketing analytics landscape

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Sales and marketing teams that master marketing analytics will find them a

powerful servant that enables agility, raises effectiveness, and creates confidence.

Marketing Analytics Roadmap shows you how to build a well-planned and executed marketing analytics

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strategy that will enhance the credibility of your marketing team and help you not only get a seat at the big-decisions table, but keep it once there. This book is a refreshingly practical yet theoretically sound roadmap to leveraging data

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analytics and data science. The vast amount of data generated about us and our world is useless without plans and strategies that are designed to cope with its size and complexity, and which enable organizations to leverage the

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information to create
value in marketing.

Creating Value with
Data Analytics in
Marketing provides a

nuanced view of big
data developments
and data science,
arguing that big data
is not a revolution but
an evolution of the
increasing availability
of data that has been

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observed in recent times. Building on the authors' extensive academic and practical knowledge, this book aims to provide managers and analysts with strategic directions and practical analytical solutions on how to create value from existing

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and new big data. The second edition of this bestselling text has been fully updated in line with developments in the field and includes a selection of new, international cases and examples, exercises, techniques and methodologies. Tying data and

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analytics to specific goals and processes for implementation makes this essential reading for advanced undergraduate and postgraduate students and specialists of data analytics, marketing research, marketing management and customer relationship management. Online

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resources include
chapter-by-chapter
lecture slides and
data sets and
corresponding R code
for selected chapters.
From Kevin
Hartman, Director of
Analytics at Google,
comes an essential
guide for anyone
seeking to collect,
analyze, and visualize

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data in today's digital world (printed in black & white to keep print costs down).

Even if you know nothing about digital marketing analytics, digital marketing analytics knows plenty about you. It's a fundamental, inescapable, and permanent

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cornerstone of
modern business that
affects the lives of
analytics

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professionals and
consumers in equal
measure. This five-
part book is an
attempt to provide the
context, perspective,
and information
needed to make
analytics accessible to

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people who understand its reach and relevance and want to learn more.

PART 1: The Day the Geeks Took Over The ubiquity of data analytics today isn't just a product of the past half-century's transformative and revolutionary changes in commerce

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and technology.

Humanity has been
developing,
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analyzing, and using
data for millennia.

Understanding where
digital marketing
analytics is now and
where it will be in
five, 10, or 50 years
requires a holistic
and historical view of
our relationship and

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interaction with data.
Part 1 looks at
modern analysts and
analytics in the
context of its distinct
historical epochs,
each one containing
major inflection
points and laying a
foundation for future
advancements in the
ART + SCIENCE
that is modern data

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analytics. PART 2:
Consumer/Brand
Relationships The
methods that brands
use to build
relationships with
consumers - online
video, search, display
ads, and social media
- give analysts a
wealth of data about
behaviors on these
platforms. Knowing

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how to assess
successful
consumer/brand
relationships and
understanding a
consumer's purchase
journey requires a
useable framework
for parsing this data.
In Part 2, we explore
each digital channel
in-depth, including a
discussion of key

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metrics and measurements, how consumers interact with brands on each platform, and ways of organizing consumer data that enable actionable insights.

PART 3: The Science of Analytics Part 3 focuses on

understanding digital data creation, how

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brands use that data to measure digital marketing effectiveness, and the tools and skill sets analysts need to work effectively with data. While the contents are lightly technical, this section veers into the colloquial as we dive into multitouch attribution models,

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media mix models,
incrementality
studies, and other
ways analysts conduct
marketing
measurement today.
Part 3 also provides a
useful framework for
evaluating data
analysis and
visualization tools
and explains the
critical importance of

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digital marketing maturity to analysts and the companies for which they work.

PART 4: The Art of Analytics Every analyst dreams of coming up with the "Big Idea" - the game-changing and previously unseen insight or approach that gives their

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organization a
competitive advantage
and their career a
huge boost. But

dreaming won't get
you there. It requires
a thoughtful and
disciplined approach
to analysis projects.

In this part of the
book, I detail the four
elements of the
Marketing Analytics

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Process (MAP): plan, collect, analyze, report. Part 4 also explains the role of the analyst, the six mutually exclusive and collectively exhaustive ("MECE") marketing objectives, how to find context and patterns in collected data, and how to

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avoid the pitfalls of
bias. PART 5:
Storytelling with Data

In Part 5, we dive
headlong into the
most important aspect
of digital marketing
analytics:

transforming the data
the analyst compiled
into a comprehensive,
coherent, and
meaningful report. I

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outline the key characteristics of good visuals and the minutiae of chart design and provide a five-step process for analysts to follow when they're on their feet and presenting to an audience.

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Research and
Analytics

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Handbook of
Marketing Analytics
Real World Cases and
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On Learning
Essential Tools for
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Decisions
Big Data, Analytics,
and the Future of
Marketing & Sales
Strategic Models and
Metrics

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Supercharge
your marketing
strategy with
data analytics
In Data-First
Marketing: How
to Compete &
Win in the Age
of Analytics,

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distinguished
authors Miller
and Lim
demystify the
application of
data analytics
to marketing
in any size
business.

Digital
transformation
has created a

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widening gap
between what
the CEO and
business

expect
marketing to
do and what
the CMO and
the marketing
organization
actually
deliver. The

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key to
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unlocking the
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true value of
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marketing is
data – from
actual buyer
behavior to
targeting info
on social
media
platforms to
marketing's

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own campaign
metrics. Data
is the next
big
battlefield
for not just
marketers, but
also for the
business
because the
judicious
application of

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data analytics
will create
competitive
advantage in
the Age of
Analytics.

Miller and Lim
show marketers
where to start
by leveraging
their decades
of experience

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to lay out a
step-by-step
process to
help
businesses
transform into
data-first
marketing
organizations.
The book
includes a self-
assessment

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which will
help to place
your
organization
on the Data-
First
Marketing
Maturity Model
and serve as a
guide for
which steps
you might need

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to focus on to
complete your
own transforma-
tion. Data-

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to Compete &
Win in the Age
of Analytics
should be used
by CMOs and
heads of

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marketing to
institute a
data-first
approach
throughout the
marketing
organization.
Marketing
staffers can
pick up
practical tips
for

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incorporating
data in their
daily tasks
using the Data-
First
Marketing
Campaign
Framework. And
CEOs or anyone
in the C-suite
can use this
book to see

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what is
possible and
then help
their
marketing
teams to use
data analytics
to increase
pipeline,
revenue,
customer
loyalty –

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anything that
drives
business
growth.

For many
years, sports
rights owners
have had an
'if you build
it, they will
come'
attitude,

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suggesting
they take
their fans for
granted.

Combined with
advances in
broadcasting
quality,
digital
marketing, and
social media,
this has

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resulted in
diminishing
attendances
and

participation
levels. The
use of CRM
(Customer
Relationship
Management),
BI (Business
Intelligence)

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and Data
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Analytics has
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therefore
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become
integral to
doing business
in sports,
emulating the
approach used
by brands such
as Amazon,
Netflix, and

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Spotify.
Driven
Technology has
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made the world
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a smaller

place; clubs
and teams can
now connect
with their
fans anywhere
in the world,
allowing them
to grow their

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marketplace,
but they
operate in an
'attention
economy' where
there's too
much choice
and engagement
is key. This
book sets out
to share the
processes and

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principles the
sports
industry uses
to capitalise
on the natural
loyalty it
creates. Case
studies and
commentary
from around
the world are
used to

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demonstrate
some of the
practices
implemented by
the world's
leading sports
brands
including
clubs Arsenal
and the San
Antonio Spurs.
the governing

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bodies of UEFA
and Special
Olympics
International,
and the MLS
and NHL. With
a focus on our
unique
challenges
coupled with
the
opportunities

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the use of
data creates,
this book is
essential
reading for
professionals
within the
sports
industry.
Helping tech-
savvy
marketers and

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data analysts
solve real-
world business
problems with
Excel Using
data-driven
business
analytics to
understand
customers and
improve
results is a

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great idea in theory, but in today's busy offices, marketers and analysts need simple, low-cost ways to process and make the most of all that data. This

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expert book
offers the
perfect
solution.

Written by
data analysis
expert Wayne
L. Winston,
this practical
resource shows
you how to tap
a simple and

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cost-effective
tool,
Microsoft
Excel, to
solve specific
business
problems using
powerful
analytic
techniques—and
achieve
optimum

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each chapter
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and reinforce
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you learn.
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to perform
sophisticated
business

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widely
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Excel instead
of expensive,
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analytical
tools Reveals
how to target

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and retain
profitable
customers and
avoid high-
risk customers
Helps you
forecast sales
and improve
response rates
for marketing
campaigns
Explores how

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to optimize
price points
for products
and services,
optimize store
layouts, and
improve online
advertising
Covers social
media, viral
marketing, and
how to exploit

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marketing
results with
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invaluable
techniques and
ideas in
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with Microsoft
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Excel.

"What do you
need to become
a data-driven
organization?
Far more than
having big
data or a
crack team of

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unicorn data
scientists, it
requires
establishing
an effective,
deeply-
ingrained data
culture. This
practical book
shows you how
true data-
drivenness

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involves
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processes that
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company ...
Through
interviews and
examples from
data
scientists and
analytics

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leaders in a
variety of
industries ...
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explains the
analytics
value chain
you need to
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building
predictive
business model

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Roadmap

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for marketing
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**likely to buy
and what is the
best way to
target them?
How can
businesses
improve
strategy
without
identifying the
key influencing
factors? The
second edition**

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enables
marketers and
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analysts to
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predictive
techniques to
measure and
improve
marketing
performance. By

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exploring real-world marketing challenges, it provides clear, jargon-free explanations on how to apply different analytical models for each purpose. From targeted list creation and

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segmentation,
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to testing
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campaign
effectiveness,
pricing
structures and
forecasting
demand, this
book offers a
welcome
handbook on how
statistics,

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**consumer
analytics and
modelling can
be put to
optimal use.
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revised second
edition of
Marketing
Analytics
includes three
new chapters on
big data**

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regression,
including how
to collect,
separate and
analyze big
data. All of
the advanced
tools and
techniques for
predictive**

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**analytics have
been updated,
translating
models such as
tobit analysis
for customer
lifetime value
into everyday
use. Whether an
experienced
practitioner or
having no prior
knowledge,**

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**methodologies
are simplified
to ensure the
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aspects of data
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model to a new
approach that
reflects real-
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**differing and
dynamic
customer base.
Research-based
and action-
orientated, it
equips students
with the tools
to succeed in
today's
competitive
markets.
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Metrics offers
marketing
students and
professionals a
practical guide
to strategic
decision models
and marketing
metrics. The
tools described**

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making
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decisions to
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and results in
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pages of text,
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analysis, and
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organizations
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models and
metrics The
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topics: Chapter
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Service
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analysis and**

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metrics Chapter
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**selection
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Promotion
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- Metrics for
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profitability,**

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**and support
Chapter 12.
Analytics in
Action - Pivot
tables and data-
driven
presentations
Edition: First
Edition,
Version 1.1,
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**incorporates
minor
corrections and
edits. It
retains the
same layout as
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See StephanSorg
er.com for a
complete record**

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**of all changes.
Business-to-
consumer (B2C)
and consumer-to-
consumer (C2C)
e-commerce
transactions,
including
social
commerce, are
rapidly
expanding,
although e-**

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**commerce is
still small
when compared
to traditional
business
transactions.
As the
familiarity of
making
purchases using
smart devices
continues to
expand, many**

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**global and
regional
investors hope
to target the
ASEAN region to
tap into the
rising digital
market in this
region. The
Handbook of
Research on
Innovation and
Development of**

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**E-Commerce and
E-Business in
ASEAN is an
essential
reference
source that
discusses
economics,
marketing
strategies, and
mobile payment
systems, as
well as digital**

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marketplaces,
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technologies,
and social
technologies
utilized for
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purposes.
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topics such as
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culture, mobile**

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Satisfaction,
this book is
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**and expands on
the earlier book
as we enter the
2020s. As they
illustrate, big
data analytics
is the engine
that drives
marketing,
providing a
forward-
looking,
predictive**

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**perspective for
marketing decis
ion-making. The
book presents
actual cases
and data,
allowing
readers
invaluable real-
world
instruction. The
cases show how
to identify**

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**relevant data,
choose the best
analytics
technique, and
question the
link between
marketing
plans and
customer
behavior.
Dealing with
actual
scenarios sheds**

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**light on the
most pressing
marketing
questions, such
as setting the
optimal price
for one's
product or
designing
effective digital
marketing
campaigns. Big
data is**

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**currently the
most powerful
resource to the
marketing
professional,
and this book
illustrates how
to fully harness
that power to
effectively
maximize
marketing
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analytical
methods used
in marketing
and their high-
impact real-life
applications.
Fourteen

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provide an
overview of
specific
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analytic
methods in
some technical
detail and 22
case studies
present
thorough
examples of the**

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and litigation
support. All
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organizations
can deliver
significant
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gains through**

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the new era of
tight marketing
budgets, no
organization
can continue to
spend on
marketing
without
knowing what's
working and

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**what's wasted.
Data-driven
marketing
improves
efficiency and
effectiveness of
marketing
expenditures
across the
spectrum of
marketing
activities from
branding and**

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**awareness, trail
and loyalty, to
new product
launch and
Internet
marketing.
Based on new
research from
the Kellogg
School of
Management,
this book is a
clear and**

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**convincing
guide to using a
more rigorous,
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strategic
approach to
deliver
significant
performance
gains from your
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Explains how to
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organization In-
depth
discussion of
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252 Fortune
1000 firms,
capturing \$53
billion of annual**

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of how to apply
the principles in
small and large
organizations
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every
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under the
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microscope
looking for
results, those
who properly
use data to
optimize their
marketing are
going to come
out on top
every time.

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**On the surface,
design
practices and
data science
may not seem
like obvious
partners. But
these
disciplines
actually work
toward the
same goal,
helping**

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**designers and
product
managers
understand
users so they
can craft
elegant digital
experiences.
While data can
enhance
design, design
can bring
deeper**

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**meaning to
data. This
practical guide
shows you how
to conduct data-
driven A/B
testing for
making design
decisions on
everything from
small tweaks to
large-scale UX
concepts.**

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real-world
examples, this
book shows you
how to make
data-driven
design part of
your product
design
workflow.**

**Understand the
relationship
between data,**

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business, and
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in data, data
types, and
components of
A/B testing Use
an
experimentatio
n framework to
define
opportunities,
formulate

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**hypotheses,
and test
different
options Create
hypotheses
that connect to
key metrics and
business goals
Design
proposed
solutions for
hypotheses
that are most**

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opportunity for
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ago. The data
big bang has
unleashed
torrents of
terabytes about
everything from
customer

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Using analytics
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drive decisions
and improve
marketing return
on investment

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products and
offers that
delight
customers
Delivering those
products and
offers
effectively to
the
marketplace. The

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goldmine of data
represents a
pivot-point
moment for
marketing and
sales leaders.
Companies that
inject big data
and analytics
into their
operations show
productivity
rates and
profitability

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that are 5
percent to 6
percent higher
than those of
their peers.

That's an
advantage no
company can
afford to
ignore.

Data-driven
personas are a
significant
advancement in

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the fields of
human-centered
informatics and
human-computer
interaction.

Data-driven
personas enhance
user

understanding by
combining the
empathy inherent
with personas
with the
rationality

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inherent in
Driven analytics using
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Via the
employment of
these
computational
methods, the
data-driven
persona method
permits the use
of large-scale
user data, which
is a novel

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advancement in
persona
creation. A
common approach
for increasing
stakeholder
engagement about
audiences,
customers, or
users, persona
creation
remained
relatively
unchanged for

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several decades.
However, the
availability of
digital user
data, data
science
algorithms, and
easy access to
analytics
platforms
provide avenues
and
opportunities to
enhance personas

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from often
sketchy
representations
of user segments
to precise,
actionable,
interactive
decision-making
tools—data-
driven personas!
Using the data-
driven approach,
the persona
profile can

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serve as an
interface to a
fully functional
analytics system
that can present
user
representation
at various
levels of
information
granularity for
more task-
aligned user
insights. We

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trace the
techniques that
have enabled the
development of
data-driven
personas and
then
conceptually
frame how one
can leverage
data-driven
personas as
tools for both
empathizing with

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and
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understanding of
Techniques With
users.
Presenting a
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conceptual
framework
consisting of
(a) persona
benefits, (b)
analytics
benefits, and
(c) decision-
making outcomes,
we illustrate

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applying this
framework via
practical use
cases in areas
of system
design, digital
marketing, and
content creation
to demonstrate
the application
of data-driven
personas in
practical
applied

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situations. We then present an overview of a fully functional data-driven persona system as an example of multi-level information aggregation needed for decision making about users. We demonstrate that

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data-driven
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personas systems
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can provide
Microsoft, Excel
critical, and
empathetic, and
user
understanding
functionalities
for anyone
needing such
insights.
This book aims
to explain Data
Analytics

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towards decision
making in terms
of models and
algorithms,
theoretical
concepts,
applications,
experiments in
relevant domains
or focused on
specific issues.
It explores the
concepts of
database

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technology,
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machine
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knowledge-based
system, high
performance
computing,
information
retrieval,
finding patterns
hidden in large
datasets and
data
visualization.

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Also, it presents various paradigms including pattern mining, clustering, classification, and data analysis.

Overall aim is to provide technical solutions in the field of data

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analytics and
data mining.
Features: Covers
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statistics with
respect to
predictive
analytics and
business
analytics.
Discusses
different data
analytics
platforms for

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applications.
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business models.
Includes
algorithms in
data sciences
alongwith
automated
methods and
models. Explores
varied
challenges
encountered by

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researchers and
businesses in
the realm of
real-time
analytics. This
book aims at
researchers and
graduate
students in data
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sciences, data
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Problem Solving
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(CAPS) is a
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comprehensive
text covering
the well-known,
cited, and used
system for
problem solving
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known as
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CPS is a flexible system used to help individuals and groups solve problems, manage change, and deliver innovation. It provides a framework, language, guidelines, and set of easy-to-

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use tools for
understanding
challenges, with
generating ideas
and transforming
promising ideas
into action.

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Benefits: -

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objectives in

each chapter for

the reader -

This provides a

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clear focus for instruction or independent learning
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feature provides
an application
anchor for the
reader -
Upgraded mix of
graphics - These
updated and
refreshed
graphics include
tables, figures,
and illustrative
images that are
designed to
provide

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"pictures" to go
along with the
word. The aim
has been to aid
attention,
retention, and
practical
application -
Enhanced
emphasis on
flexible,
dynamic
process--
Enables users to

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select and apply
CPS tools,
components, and
stages in a
meaningful way
that meets their
actual needs - A
framework for
problem solving
that has been
tested and
applied across
ages, settings,
and cultures--

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Readers can
apply a common
approach to
process across
many traditional
"boundaries"
that have
limited
effectives.
Creative
Approaches to
Problem Solving
has been (and
continues to be)

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used as a core
text for faculty
who are teaching
courses in
Creative Problem
Solving or
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Innovation as
part of an MBA
program, or in
Education, a
course on
Creativity
(often as a

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component of
certification or
endorsement
requirements in
gifted
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is also used as
a core text for
those enrolled
in professional
development,
continuing
education, or
executive

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Designing with
Data
Innovation based
in data analytics is

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a contemporary approach to developing empirically supported advances that encourage entrepreneurial activity inspired by novel marketing inferences. Data Analytics in Marketing,

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processes,
models, tools, and
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opportunities
through data
analytics. It
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provide realistic

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analytics Using
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customer analytics
Developing new
products
Technopreneurshi
p Disruptive
versus incremental
innovation The
book gives
researchers and
practitioners
insight into how
data analytics is
used in the areas

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of innovation,
entrepreneurship,
and marketing.
Innovation

analytics helps
identify
opportunities to
develop new
products and
services, and
improve existing
methods of
product

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manufacturing and
service delivery.
Entrepreneurial
analytics
facilitates the
transformation of
innovative ideas
into strategy and
helps
entrepreneurs
make critical
decisions based
on data-driven

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techniques.
Marketing
analytics is used
in collecting,
managing,
assessing, and
analyzing
marketing data to
predict trends,
investigate
customer
preferences, and
launch campaigns.

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Master practical
strategic
marketing analysis
through real-life
case studies and
hands-on
examples. In
Cutting Edge
Marketing
Analytics, three
pioneering experts
integrate all three
core areas of

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marketing
analytics:
statistical analysis,
experiments, and
managerial
intuition. They
fully detail a best-
practice marketing
analytics
methodology,
augmenting it with
case studies that
illustrate the

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quantitative and data analysis tools you'll need to allocate resources, define optimal marketing mixes; perform effective analysis of customers and digital marketing campaigns, and create high-value dashboards and

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metrics. For each
marketing
problem, the
authors help you:
Identify the right
data and analytics
techniques
Conduct the
analysis and
obtain insights
from it Outline
what-if scenarios
and define optimal

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solutions Connect
your insights to
strategic decision-
making Each

chapter contains
technical notes,
statistical
knowledge, case
studies, and real
data you can use
to perform the
analysis yourself.

As you proceed,

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you'll gain an in-
depth
understanding of:
The real value of
marketing
analytics How to
integrate
quantitative
analysis with
managerial
sensitivity How to
apply linear
regression,

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crucial role of
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100%-Usable Max-
Profit Knowledge
from Your Digital
Data. Do It Now!

Why hasn't all that
data delivered a
whopping
competitive
advantage?

Because you've
barely begun to
use it, that's why!

Good news:

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neither have your competitors. It's hard! But digital marketing

analytics is 100% doable, it offers colossal opportunities, and all of the data is accessible to you. Chuck Hemann and Ken Burbary will help you chop

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the problem down
to size, solve every
piece of the
puzzle, and
integrate a
virtually
frictionless system
for moving from
data to decision,
action to results!
Scope it out, pick
your tools, learn to
listen, get the

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metrics right, and then distill your digital data for maximum value for everything from R&D to CRM to social media marketing! • Prioritize—because you can't measure, listen to, and analyze everything • Use

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analysis to craft experiences that profoundly reflect each customer's needs, expectations, and behaviors • Measure real social media ROI: sales, leads, and customer satisfaction • Track the

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performance of all
paid, earned, and
owned social
media channels •

Leverage

“listening data”

way beyond PR

and marketing: for

strategic planning,

product

development, and

HR • Start

optimizing web

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and social content
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in real time •

Implement
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advanced tools,
processes, and
algorithms for
accurately
measuring
influence •

Integrate paid and
social data to drive
more value from
both • Make the

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most of surveys,
focus groups, and
offline research
synergies • Focus
new marketing and
social media
investments where
they'll deliver the
most value

Foreword by Scott
Monty Global Head
of Social Media,
Ford Motor

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