

MARKETING AND SALES ANALYTICS: PROVEN TECHNIQUES AND POWERFUL APPLICATIONS FROM INDUSTRY LEADERS (HARDBACK)

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Pearson Education (US), United States, 2014. Hardback. Book Condition: New. 229 x 157 mm. Language: English . Brand New Book. PROFITING FROM MARKETING ANALYTICS: YOUR COMPLETE EXECUTIVE ROADMAP Solid ideas and experiences, well-told, for executives who need higher returns from their analytic investments. Captures many best practices that are consistent with our own experiences at Bain Company, helping clients develop actionable strategies that deliver sustainable results. -Bob Bechek, Worldwide Managing Director, Bain Company Cesar has explored a complex subject in a clear and useful way as senior marketers look to more effectively leverage the power of data and analytics. - Bill Brand, Chief Marketing and Business Development Officer, HSN, Inc. Loaded with meaty lessons from seasoned practitioners, this book defines the guideposts of the Marketing Analytics Age and what it will take for marketing leaders to be successful in it. Cesar Brea has provided a practical playbook for marketers who are ready to make this transition. -Meredith Callanan, Vice President, Corporate Marketing and Communications, T. Rowe Price While the field has a lot of books on the statistics of marketing analytics, we also need insights on the organization issues and culture needed to implement successfully. Cesar Brea s Marketing and Sales Analytics has addressed this gap in an interesting and helpful way. -Scott A. Neslin, Albert Wesley Frey Professor of Marketing, Tuck School of Business, Dartmouth College To successfully apply marketing analytics, executives must orchestrate elements that transcend multiple perspectives and organizational silos. In Marketing and Sales Analytics, leading analytics consultant Cesar Brea shows you exactly how to do this. Brea examines the experiences of 15 leaders who ve built high-value analytics capabilities in multiple industries. Then, building on what they ve learned, he presents a complete blueprint for implementing and profiting from marketing analytics. You ll learn how to evaluate...



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