



## Big Data Marketing: Engage Your Customers More Effectively and Drive Value

By Arthur, Lisa

Wiley, New York, 2013. Hardcover. Book Condition: New. Dust Jacket Condition: New. 1st Edition. No Flaws or Blemishes; Gift Quality. --- Big Data Marketing provides a strategic road map for executives who want to clear the chaos and start driving competitive advantage and top line growth. Using real-world examples, non-technical language, additional downloadable resources, and a healthy dose of humor, Big Data Marketing will help you discover the remedy offered by data-driven marketing with a five-step plan for tackling big data insights.



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