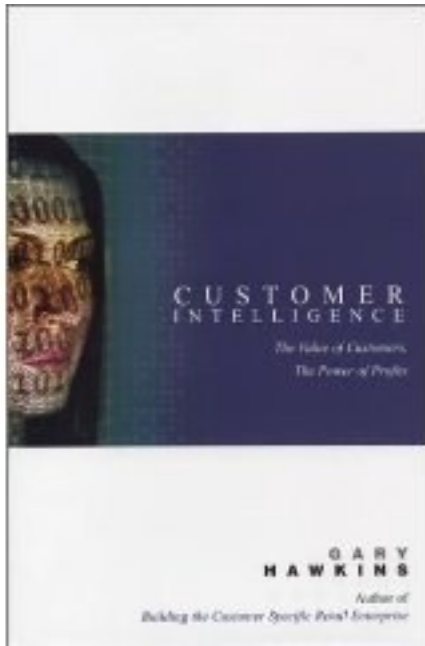# Customer Intelligence

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Developed from the authors' experience working with firms seeking to build better business intelligence, Customer Intelligence is concerned with who will own and control information about customers and who will develop the best skills and capabilities to exploit it for competitive advantage. At its core, it attempts to explain why the "age of information" has failed to live up to its own hype of specialization, personalization over homogenization, and consistently satisfying customers.

作者介绍:

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