

Data Mining and Market Intelligence for Optimal Marketing Returns



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著者:Susan Chiu

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The authors present a practical and highly informative perspective on the elements that are crucial to the success of a marketing campaign. Unlike books that are either too theoretical to be of practical use to practitioners, or too soft to serve as solid and measurable implementation guidelines, this book focuses on the integration of established quantitative techniques into real life case studies that are immediately relevant to marketing practitioners.

- * Provides a dual treatment of market research and data mining
- * Uses a how-to approach for professionals with illustrative case studies in addition to theory
- * Includes practical tips on how to create executive reports, dashboards, and a market intelligence infrastructure

作者介绍:

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