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## Raindancing: Why Rational Beats Ritual (Hardback)

By Glenn Granger

Troubador Publishing, United Kingdom, 2013. Hardback. Condition: New. Language: English . Brand New Book. This groundbreaking book launches a passionate crusade for rational marketing - based on facts and data, rather than guesswork, traditions and raindancing. Marketing without measurement is myth. Until now, says Glenn Granger, marketers have been flying blind. Even the big brands that can afford to pay consultants for data modelling and forecasting are only getting snapshots, retrospectively, once or twice a year. And media costs are high, so the numbers can be huge. Nowhere outside marketing are millions invested - or gambled - with so little analysis and scrutiny. How different would business be if powerful modelling tools that were as easy to use as spreadsheets or word processors could be there on every marketer's desktop? What if these tools could help with everyday decisions, like whether to take up a media owner's last-minute 3-for-2 offer, and whether a price cut would be a great move or commercial suicide? Bringing rational accountability to marketing is not about deskilling. It is about giving the marketer a new power to fine tune campaign spending, defend budgets and predict the impact of specific initiatives. Glenn Granger draws...



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