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HUMANIZING BIG DATA: MARKETING AT THE MEETING OF DATA, SOCIAL SCIENCE AND CONSUMER INSIGHT (HARDBACK)



Kogan Page Ltd, United Kingdom, 2016. Hardback. Condition: New. Language: English. Brand New Book ***** Print on Demand *****. Big data raises more questions than it answers, particularly for those organizations struggling to deal with what has become an overwhelming deluge of data. It can offer marketers more than simple tactical predictive analytics, but organizations need a bigger picture, one that generates some real insight into human behaviour, to drive consumer strategy rather than just better targeting techniques. Humanizing...

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- Authored by Colin Strong
- Released at 2016



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