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Grammar trainer : photocopiable resource book. 3 (A2-B1) : Elementary/pre-intermediate

Marketing Analytics

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RISHI WERNER

Marketing Analytics

Marketing Analytics University of Virginia Press

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The authors of the pioneering Cutting-Edge Marketing Analytics return to the vital conversation of leveraging big data with Marketing Analytics: Essential Tools for Data-Driven Decisions, which updates and expands on the earlier book as we enter the 2020s. As they illustrate, big data analytics is the engine that drives

marketing, providing a forward-looking, predictive perspective for marketing decision-making. The book presents actual cases and data, giving readers invaluable real-world instruction. The cases show how to identify relevant data, choose the best analytics technique, and investigate the link between marketing plans and customer behavior. These actual scenarios shed light on the most pressing marketing questions, such as setting the optimal price for one's product or designing effective digital marketing campaigns. Big data is currently the most powerful resource to the marketing professional, and this book illustrates how to fully harness that power to effectively maximize marketing efforts.

Marketing Analytics

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- [If Animals Kissed Good Night](#)
- [A Court Of Frost And Starlight \(a Court Of Thorns And Roses, 4\)](#)
- [It's Not Summer Without You By Jenny Han](#)
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