



The Insights Advantage: Knowing How to Win

By Dr Marco Vriens

iUniverse, United States, 2012. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.PRAISE FOR THE INSIGHTS ADVANTAGE . . this important work will provide the CEO with a blueprint on how to compete with smarter insights. - Thomas Harrison, chairman and CEO of Diversi ed Agency Services (DAS), an Omnicom Group Inc. division Data and analytics are great, but only insofar as they yield insights. If you re serious about insight-driven marketing and sales, you ll read this book and apply its lessons. It s your rst step toward decisions based on valid and unique insights about your customers. -Thomas H. Davenport, President s Distinguished Professor, Babson College; coauthor of Competing on Analytics and Analytics at Work Marco Vriens writes with authority and personal experience on the strategic advantage of validated insights. This approach will help the bottom line for businesses and business units of all sizes. -Christine Betts, general manager for Microsoft In this period of innovation anemia and marketing data overload, Marco Vriens skillfully written book shows marketers the necessity and manner of organizing corporate business insights, which are currently all too often hidden in plain sight. Read the...

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