



Marketing and Sales Analytics: Proven Techniques and Powerful Applications from Industry Leaders (Hardback)

By Cesar Brea

Pearson Education (US), United States, 2014. Hardback. Book Condition: New. 229 x 157 mm. Language: English . Brand New Book. PROFITING FROM MARKETING ANALYTICS: YOUR COMPLETE EXECUTIVE ROADMAP Solid ideas and experiences, well-told, for executives who need higher returns from their analytic investments. Captures many best practices that are consistent with our own experiences at Bain Company, helping clients develop actionable strategies that deliver sustainable results. -Bob Bechek, Worldwide Managing Director, Bain Company Cesar has explored a complex subject in a clear and useful way as senior marketers look to more effectively leverage the power of data and analytics. -Bill Brand, Chief Marketing and Business Development Officer, HSN, Inc. Loaded with meaty lessons from seasoned practitioners, this book defines the guideposts of the Marketing Analytics Age and what it will take for marketing leaders to be successful in it. Cesar Brea has provided a practical playbook for marketers who are ready to make this transition. -Meredith Callanan, Vice President, Corporate Marketing and Communications, T. Rowe Price While the field has a lot of books on the statistics of marketing analytics, we also need insights on the organization issues and culture needed to implement successfully. Cesar Brea's Marketing and Sales...

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