



Analiza Marketingowa: Praktyczny Przewodnik po Wykorzystywaniu Danych do Zwiększenia Zrozumienia Klientów

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Opis

Marketing Analytics: A Practical Guide to Improving Consumer Insights Using Data Techniques

Producent: Kogan Page

Marketing Analytics: Practical Insights for Data Techniques to Improve Consumer Insights is a comprehensive guide for anyone looking to enhance their marketing strategies through data-driven techniques. Written by Mike Grigsby and published by Kogan Page, this book covers a wide array of topics in the field of business and economics, including marketing research, data analysis, and consumer behavior.

With 336 pages and a focus on big data, data-driven marketing, customer loyalty, and customer segmentation, this book provides valuable insights for sales and marketing professionals. The 3rd edition, released on December 3, 2022, offers practical advice and real-world examples to help readers understand and apply the latest marketing analytics techniques.

Whether you're a business owner, marketer, or student, Marketing Analytics: Practical Insights for Data Techniques is a must-read resource to stay ahead in the ever-evolving world of digital marketing. Dive into this book to unlock the power of data and improve your consumer insights today.

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