

## **Business Analytics**

Bibliografia, Referências e Links Úteis



Cutting Edge Marketing Analytics: Real World Cases and Data Sets for Hands On Learning <a href="https://www.amazon.com.br/Cutting-Edge-Marketing-Analytics-Learning-ebook/dp/800KXXQQ2K/ref=sr\_1\_1?ie=UTF8&qid=1481923336&sr=8-1&keywords=Cutting+Edge+Marketing+Analytics%3A+Real+World+Cases+and+Data+Sets+for+Hands+On+Learning</a>

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https://www.marketo.com/definitive-guides/

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