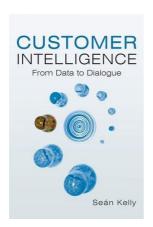
Find Book

CUSTOMER INTELLIGENCE: FROM DATA TO DIALOGUE



Wiley, 2006. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Foreword by Malcolm McDonald. Acknowledgements. Introduction. Part I: The Decade of Customer Information Exploitation: 1990-2000. Chapter 1: The Concept of Customer Intelligence: From Product to Customer. Chapter 2: Achieving an Intelligence Capability: From Data to Knowledge. Chapter 3: The Eclipse of Mass Marketing: From Many to One. Chapter 4: Achieving Segmentation and Differentiation: From Fuzzy to Focused. Part II: The Decade of Customer Information...

Download PDF Customer Intelligence: From Data to Dialogue

- Authored by Kelly, Sean
- Released at 2006



Filesize: 1.09 MB

Reviews

It is an incredible ebook which i actually have at any time read through. Better then never, though i am quite late in start reading this one. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Josie Satterfield

It in a single of my personal favorite ebook. Better then never, though i am quite late in start reading this one. I am effortlessly will get a satisfaction of reading a published ebook.

-- Ms. Lavada Krajcik

Comprehensive guideline for book lovers. It can be filled with knowledge and wisdom I realized this publication from my dad and i suggested this pdf to find out.

-- Ted Schumm