
Week 4 - Pod 4

CUSTOMER CENTRICITY

Three cheers for direct marketing!

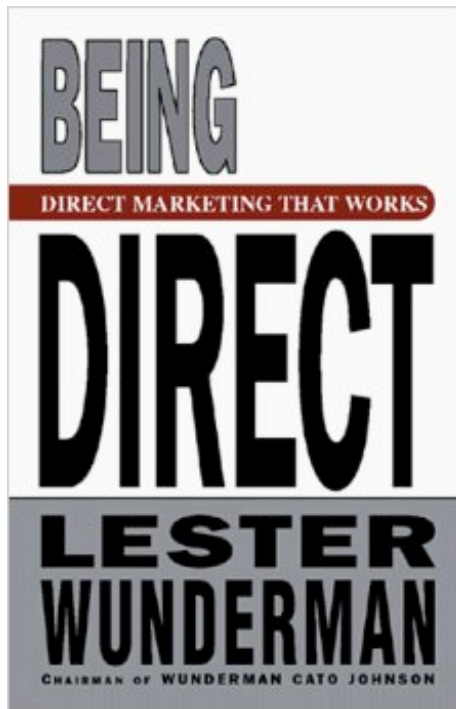
The individual customer is the unit of analysis

Know who their customers are and what they buy

Aim to determine marketing communication based on past purchases

Constantly determine (and leverage) individual customer value

Three cheers for direct marketing!



<http://www.amazon.com/Being-Direct-Making-Advertising-Pay/dp/1558508341/>
