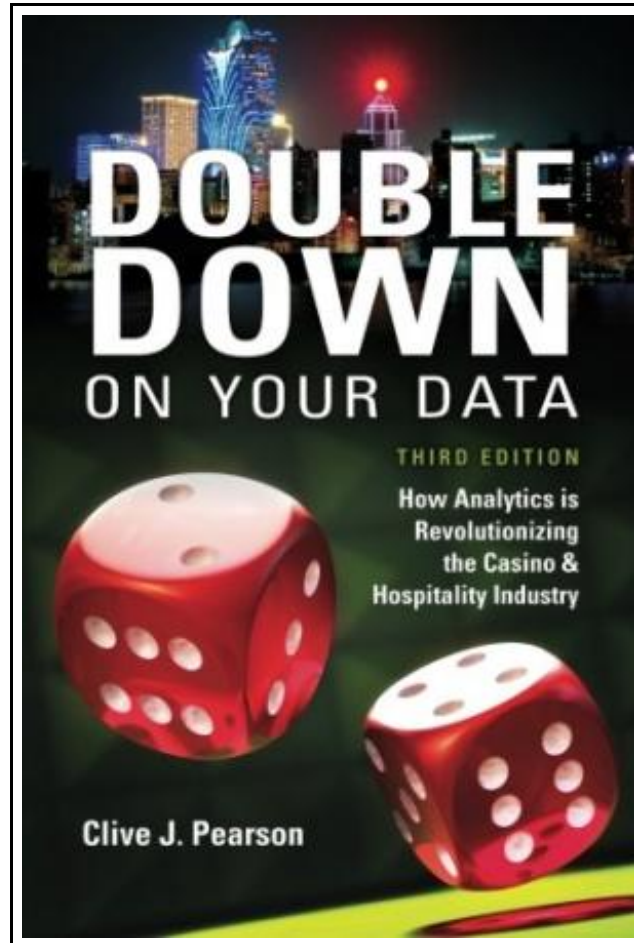


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Tate Publishing. Paperback. Book Condition: New. Perfect Paperback. 252 pages. Dimensions: 8.7in. x 5.8in. x 0.6in. Gambling - the wagering of money or something of material value on an event with an uncertain outcome with the primary intent of winning additional money and/or material goods - has been with us since ancient times. Greek mythology tells the story of Poseidon, Zeus and Hades dividing the world between them in a dice game; Poseidon won the sea, Zeus the heavens and Hades the underworld. The land, I suppose, was left to the rest of us. Gambling has, of course, changed dramatically since those ancient times. Today's casino operators are faced with a gambler who is much more sophisticated than the ancient Roman soldier who tossed a coin in the air and called Heads or Tails. To succeed in today's highly competitive gaming landscape, casino operators must understand their customers like never before. Luckily for them, we have entered a brave new world of gambling and entertainment where customers knowingly - and oftentimes unknowingly - leave clues to their gambling behavior. Player cards allow casinos to get a deeply personal view of their patrons, a view that can reveal not only the patrons' gambling habits but also their dining, spa and shopping spend throughout the casino property. Predictive analytics can analyze this data, quantify every dollar a customer spends on property and then predict the customer's unique value to the casino, while also providing clues that will make marketing campaigns directed to this individual much more effective than scatter-shot direct mailing campaigns. Intensive competition in the gaming industry is making it more and more important for casino operators to not only pinpoint the small percentage of players who make up a large percentage of their profits, but also to create a long and...



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