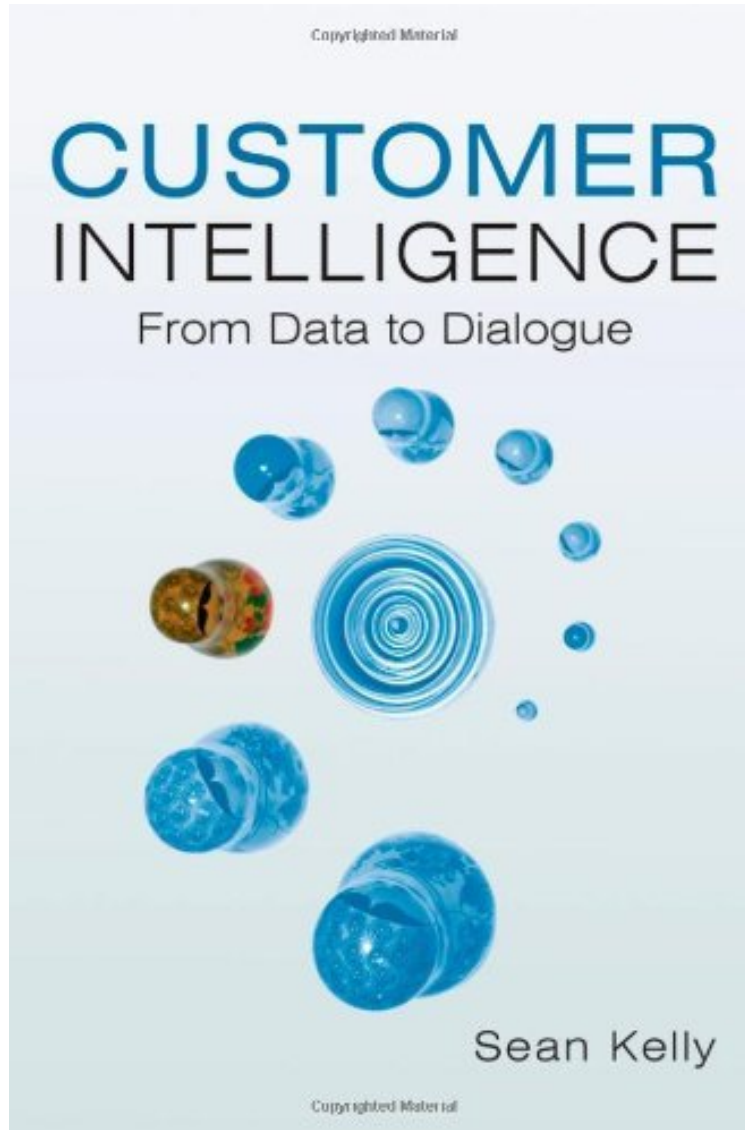


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Customer Intelligence: From Data to Dialogue

Sean Kelly

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Sean Kelly : Customer Intelligence: From Data to Dialogue before purchasing it in order to gauge whether or not it would be worth my time, and all praised Customer Intelligence: From Data to Dialogue:

Developed from the authors' experience working with firms seeking to build better business intelligence, Customer Intelligence is concerned with who will own and control information about customers and who will develop the best skills and capabilities to exploit it for competitive advantage. At its core, it attempts to explain why the "age of

information" has failed to live up to its own hype of specialization, personalization over homogenization, and consistently satisfying customers.

"Kelly's elegant, jargon-free style and compelling arguments make the work read like a whodunnit..." (Journal of Direct, Data and Digital Marketing Practice, March 2006) "...this book is indispensable" (The Marketer, April 2006) "it should still prove equally inspiring [as his previous book, Data Warehousing]" (Information Age, April 2006) "..."...succeeds in crystallising a radical change in marketing...." (Journal of Direct Data Digital Marketing Practise, June 2006) From the Inside Flap "Not more than once or twice in a decade, a book comes along that succeeds in crystallising a radical change in marketing thinking — what the jargon calls a paradigm shift —; Halfway through the first decade of the new millennium the book is Seaacute;n Kelly's Customer Intelligence.rsquo; Gary Palmer, Fellow, Institute of Direct Marketing, founder of Information Alchemy From the Back Cover Customer Intelligence: From Data to Dialogue outlines clearly how and why ubiquitous information is going to change the world of marketing. It provides an eloquent and balanced perspective that is rooted in a deep understanding of how the marketing process actually works. It combines a thorough knowledge of how information is utilized to create customer profiles with a clear-sighted understanding of how these profiles may be employed in marketing campaigns. The reader is exposed to the vast potential of customer information as well as the reasons why many business leaders have failed to grasp this opportunity. In this landmark book the past is dissected and the future is proclaimed. It is essential reading. "Never before in my lifetime as a so-called marketing ldquo;Gururdquo; have I found the subject of information so compelling, urbane, relevant and exciting hellip; Kellyrsquo;s style of writing is riveting; his insights are captivating. He is destined to be one of those authors who change the world." mdash;Professor Malcolm McDonald, Cranfield University School of Management "A rare example of a business book that challenges the reader to engage in the debate about the future of marketing in the 21st century." mdash;Peter G. Wray, Chairman, 'loyalty matters' and CM4P "Engagingly readable, provocative, and insightful." mdash;Dr Richard J. Varey, Professor of Marketing, The Waikato Management School, New Zealand "A concise look at what really matters when a business is serious about driving business value from its most important asset - customer information." mdash;John McKean, author of Information Masters and Customers are People, www.informationmasters.com