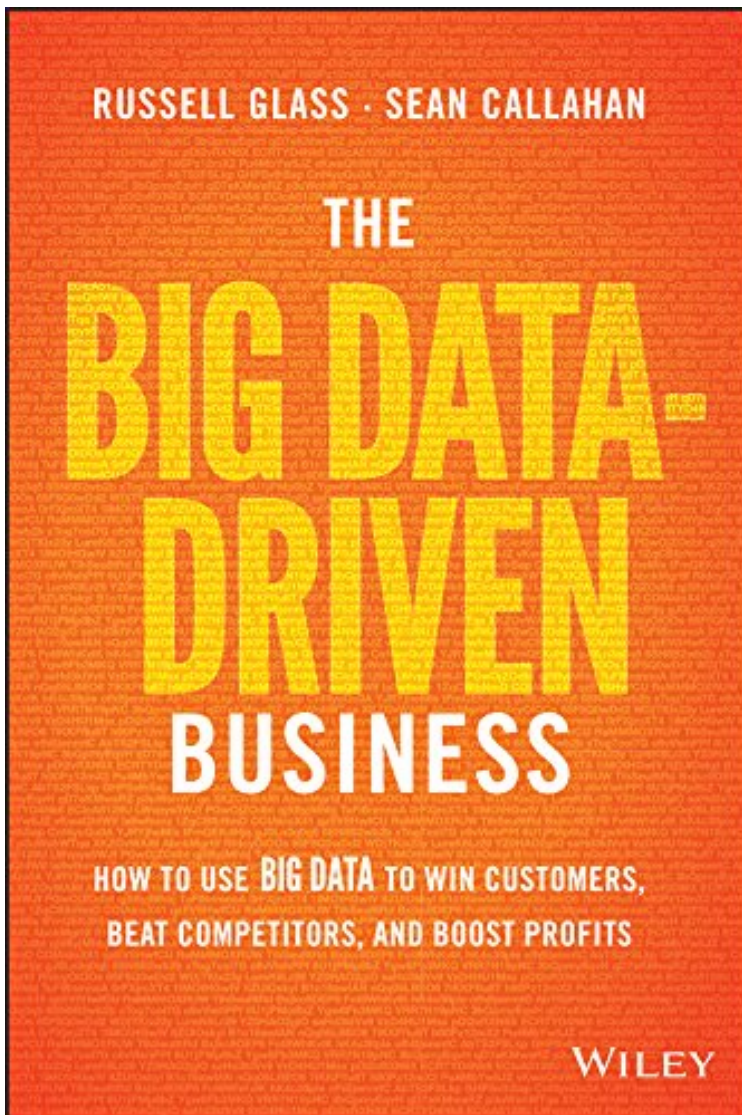


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# The Big Data-Driven Business: How to Use Big Data to Win Customers, Beat Competitors, and Boost Profits



*Par Russell Glass, Sean Callahan*  
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## Description :

Prsentation de l'diteurGet the expert perspective and practical advice on big data The Big Data-Driven Business: How to Use Big Data to Win Customers, Beat Competitors, and Boost Profits makes the case that big data is for real, and more than just big hype. The book uses real-life examplesfrom Nate Silver to Copernicus, and Apple to Blackberryto demonstrate how the winners of the future will use big data to seek the truth. Written by a marketing journalist and the CEO of a multi-million-dollar B2B marketing platform

that reaches more than 90% of the U.S. business population, this book is a comprehensive and accessible guide on how to win customers, beat competitors, and boost the bottom line with big data. The marketplace has entered an era where the customer holds all the cards. With unprecedented choice in both the consumer world and the B2B world, it's imperative that businesses gain a greater understanding of their customers and prospects. Big data is the key to this insight, because it provides a comprehensive view of a company's customers who they are, and who they may be tomorrow. The Big Data-Driven Business is a complete guide to the future of business as seen through the lens of big data, with expert advice on real-world applications. Learn what big data is, and how it will transform the enterprise. Explore why major corporations are betting their companies on marketing technology. Read case studies of big data winners and losers. Discover how to change privacy and security, and remodel marketing. Better information allows for better decisions, better targeting, and better reach. Big data has become an indispensable tool for the most effective marketers in the business, and it's becoming less of a competitive advantage and more like an industry standard. Remaining relevant as the marketplace evolves requires a full understanding and application of big data, and The Big Data-Driven Business provides the practical guidance businesses need.

Presentation de l'auteur: Get the expert perspective and practical advice on big data. The Big Data-Driven Business: How to Use Big Data to Win Customers, Beat Competitors, and Boost Profits makes the case that big data is for real, and more than just big hype. The book uses real-life examples from Nate Silver to Copernicus, and Apple to Blackberry to demonstrate how the winners of the future will use big data to seek the truth. Written by a marketing journalist and the CEO of a multi-million-dollar B2B marketing platform that reaches more than 90% of the U.S. business population, this book is a comprehensive and accessible guide on how to win customers, beat competitors, and boost the bottom line with big data. The marketplace has entered an era where the customer holds all the cards. With unprecedented choice in both the consumer world and the B2B world, it's imperative that businesses gain a greater understanding of their customers and prospects. Big data is the key to this insight, because it provides a comprehensive view of a company's customers who they are, and who they may be tomorrow. The Big Data-Driven Business is a complete guide to the future of business as seen through the lens of big data, with expert advice on real-world applications. Learn what big data is, and how it will transform the enterprise. Explore why major corporations are betting their companies on marketing technology. Read case studies of big data winners and losers. Discover how to change privacy and security, and remodel marketing. Better information allows for better decisions, better targeting, and better reach. Big data has become an indispensable tool for the most effective marketers in the business, and it's becoming less of a competitive advantage and more like an industry standard. Remaining relevant as the marketplace evolves requires a full understanding and application of big data, and The Big Data-Driven Business provides the practical guidance businesses need.

Quatrième de couverture: PRACTICAL ADVICE FOR HARNESSING THE POWER OF BIG DATA. Filled with a wealth of examples from data-driven companies including Dell, Google, and many others, The Big Data-Driven Business offers any company of any size, in any industry a hands-on guide that uses real-world examples to demonstrate how to create a business culture that focuses on the customer through data. Russell Glass and Sean Callahan offer a glimpse inside the inner workings of dozens of successful companies along with their expert guidance for establishing business systems that gather and analyze the data being generated by customers and can deliver invaluable insights and opportunities. Big data doesn't necessarily mean big expense. Every company is sitting on a goldmine of valuable customer and prospect data in its email list, through website interactions, via its e-commerce data. The Big Data-Driven Business helps business managers and marketers discover what's important in this data, what indicates that a prospect is ready to buy or that a customer is ready to upgrade. With this information, businesses can take action before any of their competitors do. Become a powerhouse in the marketplace by applying the winning principles of big data. The Big Data-Driven Business is packed with the examples, tools, and strategies needed to put big data to work in your organization. "Big data is the most disruptive business force there is. Big data is the stuff that is really moving economic power from one group to another. Sean and Russ's book illuminates why it's happening, how it's happening, and how businesses can take advantage." Geoffrey Moore, author of Crossing the Chasm, The Gorilla Game, and Inside the Tornado "I think the concept in this book that businesses need to develop a culture of being open to data is 100% spot on, and I think the Obama for America 2008 campaign was a great example of this." Dan Siroker, CEO and cofounder of Optimizely, former Advisor to The White House, and Director of Analytics, Obama for

## America 2008 Campaign