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Big Data Marketing

Big Data and Social Relationships | Colin Strong

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Humanizing Big Data provides a detailed understanding of the way to approach and think about the challenges and opportunities of big data, enabling any brand to realize the value of their current and future data assets. First it explores the 'nuts and bolts' of data analytics and the way in which the current big data agenda is in danger of losing credibility by paying insufficient attention to what are often fundamental tenets in any form of analysis.

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Humanizing Big Data guides marketing managers, brand managers, strategists and senior executives on how to use big data strategically to redefine customer relationships for better customer engagement and an improved bottom line.

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Between tweets, likes, comments, blogs, videos and images, today 's customer is estimated to generate 2.5 quintillion bytes of data per day. How can marketers utilize the ever-increasing amount of data to better understand and interact with their customers? This book offers advice on how to interpret and incorporate data into an organization 's overall marketing strategy.

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Big data raises more questions than it answers, particularly for those organizations struggling to deal with what has become an overwhelming deluge of data. It can offer marketers more than simple tactical predictive analytics, but organizations need a bigger picture, one that generates some real insight into human behaviour, to drive consumer strategy rather than just better targeting techniques. Humanizing Big Data guides marketing managers, brand managers, strategists and senior executives on how to use big data strategically to redefine customer relationships for better customer engagement and an improved bottom line. Humanizing Big Data provides a detailed understanding of the way to approach and think about the challenges and opportunities of big data, enabling any brand to realize the value of their current and future data assets. First it explores the 'nuts and bolts' of data analytics and the way in which the current big data agenda is in danger of losing credibility by paying insufficient attention to what are often fundamental tenets in any form of analysis. Next it sets out a manifesto for a smart data approach, drawing on an intelligent and big picture view of data analytics that addresses the strategic business challenges that businesses face. Finally it explores the way in which datafication is changing the nature of the relationship between brands and consumers and why this calls for new forms of analytics to support rapidly emerging new business models. After reading this book, any brand should be in a position to make a step change in the value they derive from their data assets.

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In recent years, the environment in which advertising operates has changed. As a result, company leaders are under rising pressure to increase turnover and profits ahead of the industry average while fighting for new consumers. Unfortunately, marketing, as an organizational function, has been downgraded from a strategic role to a marginalized tactical and sales support department. In a comprehensive guide that addresses these current challenges, seasoned marketing executive Corneliu Vilsan leads advertising professionals through a practical set of principles, tools, and case studies to help the marketing function recapture its strategic importance by returning to the basics to create results that can be measured, analyzed, and replicated. While closing the gap between theory and reality and reconciling rational thoughts with creative ones, Vilsan introduces the phronesis methodology to challenge assumptions and encourage the creation of business or case studies to advance marketing

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excellence. Included are training insights and a marketing effectiveness test that lay the groundwork so an organization can survive and thrive within today ' s complex environments. Phronesis Marketing shares wisdom, principles, and tools that guide company leaders through a comprehensive roadmap to improve the strategic position of marketing within their organizations.

In business, some problems are so complex, intractable and threatening to organizations—or entire industries—that they are best described as “ wicked. ” These problems appear to be unsolvable and they render traditional analytical tools of strategy virtually impotent. *Wicked Strategies* offers a comprehensive framework for identifying, responding to and profiting from wicked problems. John C. Camillus, drawing on detailed, real-life examples from companies across the globe, has skillfully woven together the analytical techniques, processes and organizational designs that will enable managers to navigate a disruptive marketplace. His feed-forward framework for fashioning wicked strategies empowers firms to presciently transform their business models before they are made obsolete by the competition. *Wicked Strategies* is a practical and evocative guide that demonstrates how business leaders can profitably capitalize on unknowable futures.

Consumer Behaviour and Analytics provides a consumer behaviour textbook for the new marketing reality. In a world of Big Data, machine learning and AI, this key text reviews the issues, research and concepts essential for navigating this new terrain. It demonstrates how we can use data-driven insight and merge this with insight from extant research to inform knowledge-driven decision making. Adopting a practical and managerial lens, while also exploring the rich lineage of academic consumer research, this textbook approaches its subject from a refreshing and original standpoint. It contains numerous accessible examples, scenarios and exhibits and condenses the disparate array of relevant work into a workable, coherent, synthesized and readable whole. Providing an effective tour of the concepts and ideas most relevant in the age of analytics-driven marketing (from data visualization to semiotics), the book concludes with an adaptive structure to inform managerial decision making. *Consumer Behaviour and Analytics* provides a unique distillation from a vast array of social and behavioural research merged with the knowledge potential of digital insight. It offers an effective and efficient summary for undergraduate, postgraduate or executive courses in consumer behaviour and marketing analytics or a supplementary text for other marketing modules.

This book illustrates key sustainability issues in global textile and fashion value chains, by examining individual types of fibers either at a single step in or along the entire value chain. It approaches sustainability-related issues in the textile and fashion value chain from an interdisciplinary and holistic viewpoint, with each contribution linking questions on the textile and fashion value chain to various drivers, indicators and concepts of sustainability. Each chapter represents a single step in the textile and fashion value chain, exploring and considering a wide range of interwoven and interdependent technological, environmental, social, political and economic aspects. Various fibers, textile engineering and chemical treatment steps, as well as innovative business concepts and regulatory frameworks across the entire textile and fashion value chain are identified, analyzed, discussed and critically evaluated. The book provides a systematic overview of the potential and challenges of sustainable textile and fashion value chains, making it of interest to practitioners and scientists in sustainability science, environmental economics, and business, management and innovation. Further, it offers a valuable source of information for industrial and mechanical engineering researchers, and for students in the areas of textile engineering, fashion, or the apparel and clothing industry.

Industry 4.0 and Global Businesses: A Multidisciplinary Investigation provides a multidisciplinary perspective on the transformative effects of Industry 4.0 by aggregating original theoretical, conceptual, and empirical research.

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The legal sector is being hit by profound economic and technological changes (digitalization, open data, blockchain, artificial intelligence ...) forcing law firms and legal departments to become ever more creative in order to demonstrate their added value. To help lawyers meet this challenge, this book draws on the perspectives of lawyers and creative specialists to analyze the concept and life cycle of legal innovations, techniques and services, whether related to legislation, legal engineering, legal services, or legal strategies, as well as the role of law as a source of creativity and interdisciplinary collaboration. With 16 contributions by Daniel Martin Katz, Illinois Tech Chicago Kent College of Law Todd Lubart and Branden Thornhill-Miller, Paris Descartes University Christophe Collard, EDHEC Business School, Paris, and Mark Raison, Yellow Ideas and Solvay Brussels School of Economics & Management Florian Imbert and Caroline Martin-Forissier, Legal Design Assas, Paris Veronique Chapuis-Thuault, Legal & BI Consultant, General Counsel, Paris Michael Abramowicz, George Washington University, Washington DC, and John F. Duffy, University of Virginia Nabyla Daidj, University Paris-Saclay, Evry University, and Telecom Ecole de Management Thomas D. Barton, California Western School of Law, Helena Haapio, University of Vaasa and Lexpert Ltd, Helsinki, James G. Hazard, CommonAccord.org, Berkeley, and Stefania Passera, University of Vaasa and Passera Design, Espoo Joseph M. Green, Gunderson Dettmer, New York, NY Alice Belcher, University of Dundee Olivier Beddeleem, EDHEC Business School, Paris Ivan Tchotourian, Laval University Ross D. Petty, Babson College Martina Eckardt and Stefan Okruch, Andrassy University Budapest Kaisa Sorsa, Turku University of Applied Sciences, and Tarja Salmi-Tolonen, University of Turku Stephanie Dangel, University of Pittsburgh, Margaret Hagan, Stanford University, and James Bryan Williams, University of Toronto and Google Inc.

Social networks are the new norm and traditional marketing is failing in today's digital, always-on culture. Businesses across the world are having to face up to how they remain relevant in the choppy waters of the digital ocean. In an era where a YouTube star gets more daily impressions than Nike, Coca-Cola and Walmart combined, traditional marketing as we know it is dead. The End of Marketing revolutionizes the way brands, agencies and marketers should approach marketing. From how Donald Trump won the American presidency using social media and why Kim Kardashian is one of the world's biggest online brands, through to the impact of bots and automation, this book will teach you about new features and emerging platforms that will engage customers and employees. Discover bold content ideas, hear from some of the world's largest brands and content creators and find out how to build smarter paid-strategies, guaranteed to help you dominate your markets. The End of Marketing explains that no matter how easy it is to reach potential customers, the key relationship between brand and consumer still needs the human touch. Learn how to put 'social' back into social media and claim brand relevancy in a world where algorithms dominate, organic reach is dwindling and consumers don't want to be sold to, they want to be engaged.

The Practice of Qualitative Research guides readers step by step through the process of collecting, analyzing, designing, and interpreting qualitative research. Written by Sharlene Nagy Hesse-Biber in an engaging style, this student-centered text offers invaluable insights into the practice of qualitative research, with coverage of in-depth interviewing, focus groups, ethnography, case study, and mixed methods research. The Third Edition features even more integrated attention to online research and implications of social media throughout all methods chapters; updates on qualitative analysis software; and significantly expanded coverage of ethics.

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