


[DOWNLOAD](#)


Customer Intelligence: From Data to Dialogue

By Kelly, Sean

Wiley, 2006. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Foreword by Malcolm McDonald. Acknowledgements. Introduction. Part I: The Decade of Customer Information Exploitation: 1990-2000. Chapter 1: The Concept of Customer Intelligence: From Product to Customer. Chapter 2: Achieving an Intelligence Capability: From Data to Knowledge. Chapter 3: The Eclipse of Mass Marketing: From Many to One. Chapter 4: Achieving Segmentation and Differentiation: From Fuzzy to Focused. Part II: The Decade of Customer Information Exchange: 2000-2010. Chapter 5: The Collapse of Time: From Lapsed to Real. Chapter 6: Customer Privacy and Confidentiality: From Surveillance to Permission. Chapter 7: Closing the Loop: From Monologue to Dialogue. Chapter 8: The New Practice of Marketing: From Selling to Buying. Notes. Index.



READ ONLINE
[1010.98 KB

]

Reviews

The most effective ebook i at any time study. It can be writter in easy words and phrases and not difficult to understand. I am just pleased to let you know that this is the finest publication i have read within my individual lifestyle and could be he finest publication for at any time.

-- **Tania Mosciski**

Simply no phrases to describe. It is amongst the most awesome pdf we have read through. Your life period will probably be transform as soon as you complete looking over this publication.

-- **Torrance Skiles**