



## Pragmalytics: Practical Approaches to Marketing Analytics in the Digital Age (Paperback)

By Cesar A Brea

iUniverse, United States, 2012. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.The promise of marketing analytics in the age of Big Data is the ability to make your marketing efforts much more targetable, trackable, and testable. But in practice, realizing this promise is hard -- logically, technically, and especially organizationally. Pragmalytics helps you address this challenge with practical techniques and real-world examples, to help you better navigate the modern marketing forest among ever-denser thickets of data, channels, and tools. REACTIONS TO PRAGMALYTICS This is really good. full of common sense approaches that not only blend analytics and creativity, but hold everyone s thinking to a behavioral set of imperatives. a grounded human starting place that lets you make better decisions. -Ben Kline, ex CSO/CMO, Leo Burnett This is a must read for business executives confronting the digital imperative. Brea s lively prose is on-point, provocative, and actionable. -Bob Neuhaus, Global Sector Head - Financial Services, TNS This book presents practical advice with good examples and an easy-to-read style. I recommend it to senior marketing executives trying to approach multi-channel strategies in a more manageable way. -Jeffrey Hupe, Founder, Phronesis Group,...



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