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PRECISION MARKETING: MAXIMIZING REVENUE THROUGH RELEVANCE



Kogan Page/Viva Books Private Limited, 2012. Softcover. Book Condition: New. Description: Marketers around the globe are recognizing that increasing customization and precision is critical to commercial success. Rather than devoting marketing budgets to mass campaigns, precision marketers are mining customer data for predispositions and propensities to spend in order to target buyers in sophisticated ways, with all communications - both online and offline - which are relevant to each and every recipient. Precision Marketing will help you to develop the...

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