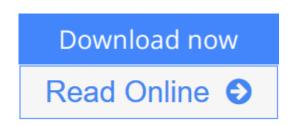# Data Mining and Market Intelligence for Optimal Marketing Returns

By Susan Chiu, Domingo Tavella

Data Mining and Market Intelligence for Optimal Marketing Returns By Susan Chiu, Domingo Tavella

The authors present a practical and highly informative perspective on the elements that are crucial to the success of a marketing campaign. Unlike books that are either too theoretical to be of practical use to practitioners, or too soft to serve as solid and measurable implementation guidelines, this book focuses on the integration of established quantitative techniques into real life case studies that are immediately relevant to marketing practitioners.

Download Data Mining and Market Intelligence for Optimal Ma ...pdf

Read Online Data Mining and Market Intelligence for Optimal ...pdf

Data Mining and Market Intelligence for Optimal Marketing Returns

By Susan Chiu, Domingo Tavella

Data Mining and Market Intelligence for Optimal Marketing Returns By Susan Chiu, Domingo Tavella

The authors present a practical and highly informative perspective on the elements that are crucial to the success of a marketing campaign. Unlike books that are either too theoretical to be of practical use to practitioners, or too soft to serve as solid and measurable implementation guidelines, this book focuses on the integration of established quantitative techniques into real life case studies that are immediately relevant to marketing practitioners.

Data Mining and Market Intelligence for Optimal Marketing Returns By Susan Chiu, Domingo Tavella Bibliography

- Sales Rank: #4116318 in Books
- Published on: 2011-07-27
- Original language: English
- Number of items: 1
- Dimensions: 9.01" h x .85" w x 6.38" l, 1.17 pounds
- Binding: Hardcover
- 294 pages

Download and Read Free Online Data Mining and Market Intelligence for Optimal Marketing Returns By Susan Chiu, Domingo Tavella

Editorial Review

Review
"This book is a must read. It shows you how you can transform data into winning marketing strategies. The trend towards marketing science is certain and this book provides a systematic framework for firms to bring science into marketing decisions."
Teck H. Ho, Professor of Marketing, Haas School of Business, University of California, Berkeley

"Susan Chiu and Domingo Tavella present a practical and highly informative perspective on the elements that are crucial to the success of a marketing campaign. Unlike books that are either too theoretical to be of practical use to practitioners, or too soft to serve as solid and measurable implementation guidelines, this book focuses on the integration of established quantitative techniques into real life case studies that are immediately relevant to marketing practitioners."
Mike Milligan, Vice President, Marketing Communications, The Xerox Corporation

"This book is an excellent no-frills one stop shop for proven approaches to quantitative marketing and should be a valuable reference to practitioners who subscribe to the notion that data-driven decisions are critical to mounting successful marketing campaigns in today's crowded marketplace. The authors' emphasis on practical application of analytics and detailed discussions of the relevant business issues through real-world business examples make this book a useful and immediately applicable resource for tackling today's quantitative marketing challenges."
Albert Thong, Director, Business Marketing Operations,
Cisco Systems

About the Author
Director of Business Intelligence Center at Ingram Micro, Inc., where she is responsible for advanced analytics and marketing research consulting. Susan Chiu has over 15 years of quantitative marketing research experience and has held positions in analytics, data mining, and business intelligence with Cisco Systems, Wells Fargo, Providian Bancorp, and Safeway Corporation. Susan Chiu has a Masters degree in Statistics from Stanford University.

Domingo Tavella is Adjunct Professor at Berkeley s Haas School of Business, where he teaches quantitative finance at the Masters in Financial Engineering program. He is also president of Octanti Associates, a boutique consulting firm in quantitative techniques for financial risk modelling. Domingo Tavella has extensive expertise in data analysis and modelling techniques applied to a large variety of situations, ranging from business issues to complex engineering problems. Prior to his involvement with UC Berkeley and the finance world, Domingo Tavella was a senior scientist at NASA Ames Research Center, where he pioneered the application of distributed supercomputing in solving aeronautical engineering problems. He has written two successful books on quantitative modelling applied to finance (Wiley and Sons). Domingo holds a Ph.D. in Aeronautical Engineering from Stanford University and an MBA from UC Berkeley.

Users Review

From reader reviews:

Kevin Gans:

Book is written, printed, or outlined for everything. You can realize everything you want by a publication. Book has a different type. As we know that book is important issue to bring us around the world. Beside that you can your reading skill was fluently. A reserve Data Mining and Market Intelligence for Optimal Marketing Returns will make you to always be smarter. You can feel far more confidence if you can know about every thing. But some of you think that will open or reading the book make you bored. It is not necessarily make you fun. Why they can be thought like that? Have you searching for best book or appropriate book with you?

Allan Nguyen:

Do you have something that you enjoy such as book? The guide lovers usually prefer to pick book like comic, small story and the biggest you are novel. Now, why not trying Data Mining and Market Intelligence for Optimal Marketing Returns that give your fun preference will be satisfied by reading this book. Reading routine all over the world can be said as the opportunity for people to know world considerably better then how they react to the world. It can't be mentioned constantly that reading addiction only for the geeky particular person but for all of you who wants to always be success person. So , for every you who want to start studying as your good habit, you could pick Data Mining and Market Intelligence for Optimal Marketing Returns become your own starter.

Gerald Morin:

Are you kind of active person, only have 10 or maybe 15 minute in your moment to upgrading your mind expertise or thinking skill possibly analytical thinking? Then you are having problem with the book as compared to can satisfy your short time to read it because this time you only find guide that need more time to be study. Data Mining and Market Intelligence for Optimal Marketing Returns can be your answer given it can be read by a person who have those short extra time problems.

Dora Bair:

The book untitled Data Mining and Market Intelligence for Optimal Marketing Returns contain a lot of information on it. The writer explains the girl idea with easy approach. The language is very easy to understand all the people, so do certainly not worry, you can easy to read the idea. The book was authored by famous author. The author will take you in the new era of literary works. You can read this book because you can keep reading your smart phone, or gadget, so you can read the book within anywhere and anytime. In a situation you wish to purchase the e-book, you can available their official web-site and also order it. Have a nice study.

Download and Read Online Data Mining and Market Intelligence

for Optimal Marketing Returns By Susan Chiu, Domingo Tavella #RFVBU1PSIQD

Read Data Mining and Market Intelligence for Optimal Marketing Returns By Susan Chiu, Domingo Tavella for online ebook

Data Mining and Market Intelligence for Optimal Marketing Returns By Susan Chiu, Domingo Tavella Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Data Mining and Market Intelligence for Optimal Marketing Returns By Susan Chiu, Domingo Tavella books to read online.

Online Data Mining and Market Intelligence for Optimal Marketing Returns By Susan Chiu, Domingo Tavella ebook PDF download

Data Mining and Market Intelligence for Optimal Marketing Returns By Susan Chiu, Domingo Tavella Doc

Data Mining and Market Intelligence for Optimal Marketing Returns By Susan Chiu, Domingo Tavella Mobipocket

Data Mining and Market Intelligence for Optimal Marketing Returns By Susan Chiu, Domingo Tavella EPub