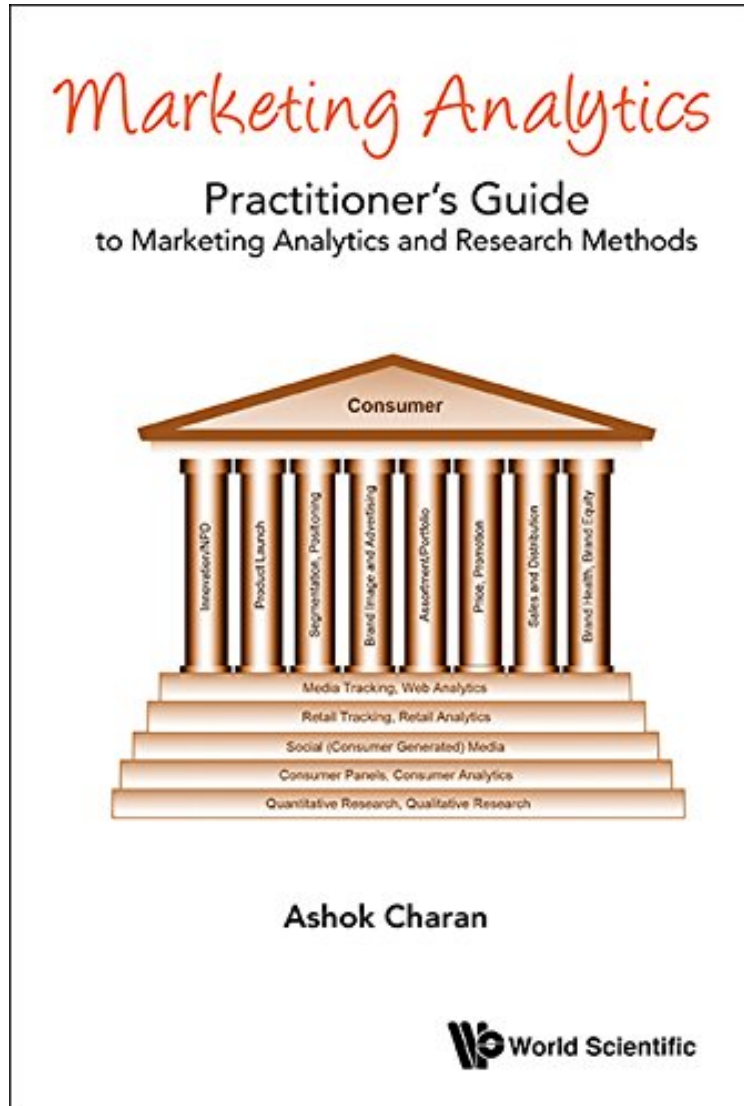


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Marketing Analytics

Ashok Charan

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Ashok Charan : Marketing Analytics before purchasing it in order to gauge whether or not it would be worth my time, and all praised Marketing Analytics:

The digital age has transformed the very nature of marketing. Armed with smartphones, tablets, PCs and smart TVs, consumers are increasingly hanging out on the internet. Cyberspace has changed the way they communicate, and the way they shop and buy. This fluid, de-centralized and multidirectional medium is changing the way brands engage with consumers. At the same time, technology and innovation, coupled with the explosion of business data, has

fundamentally altered the manner we collect, process, analyse and disseminate market intelligence. The increased volume, variety and velocity of information enables marketers to respond with much greater speed, to changes in the marketplace. Market intelligence is timelier, less expensive, and more accurate and actionable. Anchored in this age of transformations, Marketing Analytics is a practitioner's guide to marketing management in the 21st century. The text devotes considerable attention to the way market analytic techniques and market research processes are being refined and re-engineered. Written by a marketing veteran, it is intended to guide marketers as they craft market strategies, and execute their day to day tasks. For access to lecture presentations, case study datasets, and information on the topics covered in the text, visit the book's website at: <http://bizfaculty.nus.edu/site/bizakc/MarketingAnalytics>

From the Inside Flap The digital age has transformed the very nature of marketing. Armed with digital devices, consumers are increasingly hanging out on the internet. Cyberspace has changed the way they communicate, and the way they shop and buy. This fluid, de-centralized and multidirectional medium is changing the way brands engage with consumers. At the same time, technology and innovation, coupled with the explosion of business data, has fundamentally altered the manner we collect, process, analyse and disseminate market intelligence. The increased volume, variety and velocity of information enables marketers to respond with much greater speed, to changes in the marketplace. Market intelligence is timelier, less expensive, and more accurate and actionable. Anchored in this age of transformations, Marketing Analytics devotes considerable attention to the way market analytic techniques and market research processes are being refined and re-engineered. The book is tailored to meet the needs of marketing professionals as it focusses on market research methods and analytic techniques used by practitioners for refining marketing strategies, and taking day-to-day business decisions. It is ideal too for business management students who wish to pursue careers in consumer marketing.

About the Author Ashok Charan is Associate Professor at the NUS Business School, National University of Singapore. Ashok has experience in general management, marketing, corporate planning, business development and market research. His 25 years' industry experience cuts across Nielsen, Hindustan Unilever and Wipro. At Nielsen, he assumed a number of roles including Managing Director for Singapore and Regional Area Client Director mdash; Asia Pacific. Ashok joined the NUS Business School on a full time basis in 2009. He currently teaches marketing courses for Executive MBA, MBA and BBA Honours. He has worked with a wide range of clients spanning many business sectors, and he remains active in consulting in the areas of market research, analytics, data integration, and customer satisfaction research. Ashok is a graduate from the Indian Institute of Technology, Delhi and a post-graduate in Business Management from the Indian Institute of Management, Calcutta.