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MARKETING ANALYTICS: DATA-DRIVEN TECHNIQUES WITH MICROSOFT EXCEL



John Wiley Sons Inc, United States, 2014. Online resource. Condition: New. 1. Auflage. Language: English . Brand New Book Helping tech-savvy marketers and data analysts solve real-world business problems with Excel Using data-driven business analytics to understand customers and improve results is a great idea in theory, but in today s busy offices, marketers and analysts need simple, low-cost ways to process and make the most of all that data. This expert book offers the perfect solution Written by data...

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- Authored by Wayne L. Winston
- Released at 2014



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