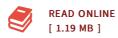




Creativity and Data Marketing: A Practical Guide to Data Innovation (Paperback)

By Becky Wang

Kogan Page Ltd, United Kingdom, 2017. Paperback. Condition: New. 1. Aufl.. Language: English . Brand New Book. The world is moving towards universal connectivity at a dizzying rate; underpinning this complex system of incessant transaction, connection and digital experience is an infrastructure that generates a trail of data. This trail not only tells us about human behaviour, but provides vital insights into market dynamics, consumer behaviour, as well as the relationships we value and the culture we live in. Creativity and Data Marketing helps marketers access this data, find meaning in it and leverage it creatively to gain a competitive advantage. Creativity and Data Marketing addresses the need to analyse data creatively, and in particular how balancing tangible insights with creative market influence can maximise business innovation and results. The book clarifies where businesses can improve existing infrastructure, processes and activities, as well as finding new addressable markets ready to validate or rethink market demand. By identifying how and why a consumer interacts with touch points beyond paid media, for example forums, blog content, native advertising and word-of-mouth, Becky Wang presents a creativity and data blueprint on how businesses can make lucrative steps forward to innovate their products, services and...



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