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Marketing Analytics

Ashok Charan

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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

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