



## Customer Data - Simple Steps to Win, Insights and Opportunities for Maxing Out Success (Paperback)

By Gerard Blokdijk

Complete Publishing, United States, 2015. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.The one-stop-source powering Customer Data success, jam-packed with ready to use insights for results, loaded with all the data you need to decide how to gain and move ahead. Based on extensive research, this lays out the thinking of the most successful Customer Data knowledge experts, those who are adept at continually innovating and seeing opportunities. This is the first place to go for Customer Data innovation - INCLUDED are numerous real-world Customer Data blueprints, presentations and templates ready for you to access and use. Also, if you are looking for answers to one or more of these questions then THIS is the title for you: What types of customer data would significantly improve marketing? How can I get customer data? Has any financial institution used AWS for storing/processing customer data? What are the best practices in managing customer data in a SaaS B2B startup? How do I collect customer data in any brick and mortar retail store before purchase? How common is it for employees at Web companies to abuse their access and spy on customer...



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