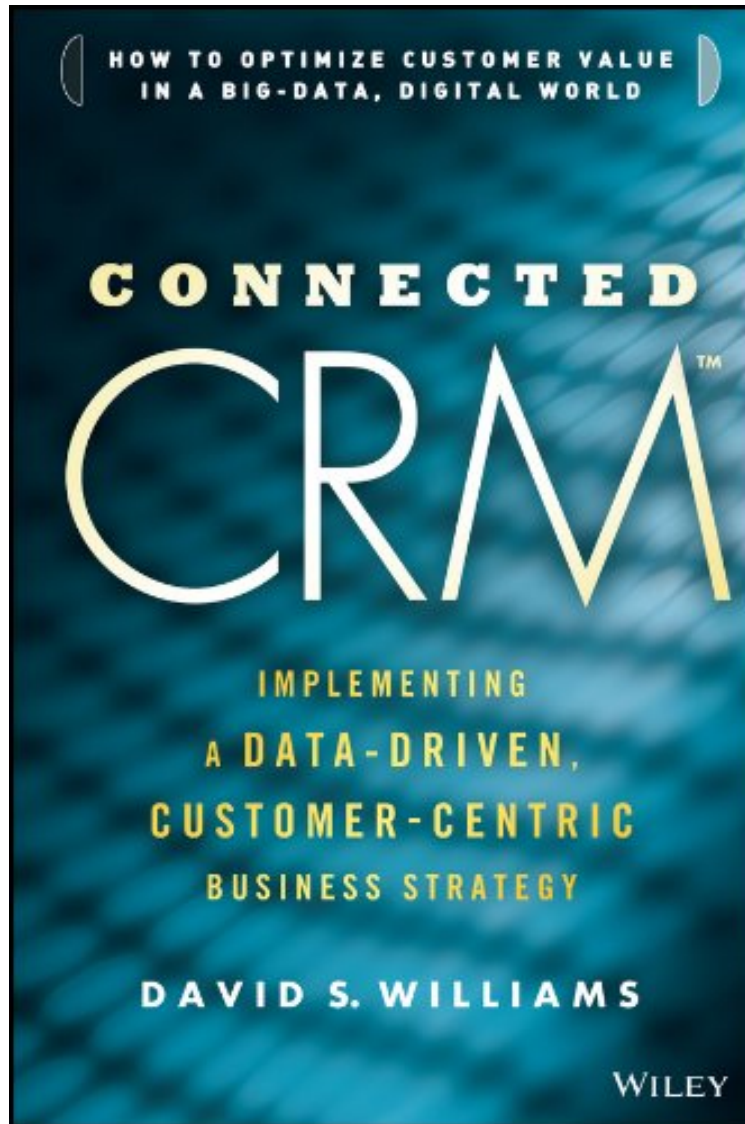


# Connected CRM: Implementing a Data-Driven, Customer-Centric Business Strategy

David S. Williams

ebooks / Download PDF / \*ePub / DOC / audiobook



DOWNLOAD



READ ONLINE

#666342 in eBooks 2014-02-19 2014-02-19 File Name: B00H7JE6HA | File size: 59.Mb

**David S. Williams : Connected CRM: Implementing a Data-Driven, Customer-Centric Business Strategy** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Connected CRM: Implementing a Data-Driven, Customer-Centric Business Strategy:

Praise for Connected CRM "Many books explore the subject of CRM. In this book the "is for

Marketing and David's seasoned perspective indeed makes it a capital 'M'. Taking core direct response marketing techniques and moving beyond the simple use of data and analytics, he explores how today's marketers can leverage advances in technology to create successful customer-centric business strategies. — Ted Ward, VP of Marketing, GEICO 'A must-read for CMOs, and more importantly CEOs, to simplify all the buzzwords around 'big data' and dimensionalize the organizational change necessary to become truly customer centric.' — Theresa McLaughlin, Chief Marketing and Communications Officer, Citizens Financial Group 'Big Data, Social, and Cloud have become overused buzzwords with ambiguous meaning, but David brings to bear his years of industry leadership and experiences to break down today's trends and opportunities in a practical, actionable fashion. A must-read for anyone who prefers profit over PowerPoint.' — Manish Bhatt, SVP and Chief Digital Officer, MetLife 'In a data-rich world, consumers demand that marketers turn data into highly relevant and personal experiences — 'Don't talk with me as a member of a segment, talk with me about how you will meet my unique expectations and solve my unique problems.' For those of us who grew up in the marketing world of mass and broadcast, this is a tall order. Connected CRM helps marketers unpack customer centricity for their organizations, providing real insight into the development of a framework for enterprise customer centricity; a framework that promises true sustainable advantage.' — Tom Lamb, CMO, Lowes 'Never before has customer data been more available, more necessary to build sales and loyalty, and more confusing to act on. David shows exactly what needs to be done. It's about time. And we should all thank him. A lot!' — Steve Cone, EVP of Integrated Value and Strategy, AARP 'The marketers who truly learn to harness the power of customer analytics and big data will take the spoils in an increasingly digital age. Those who don't will quickly find themselves on a growing heap of failed marketing plans.' — Paul Guyardo, Chief Revenue and Marketing Officer, DIRECTV