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Big Data and Analytics Vincenzo Morabito, 2015-01-31 This book presents and discusses the main strategic and organizational challenges posed by Big Data and analytics in a manner relevant to both practitioners and scholars The first part of the book analyzes strategic issues relating to the growing relevance of Big Data and analytics for competitive advantage which is also attributable to empowerment of activities such as consumer profiling market segmentation and development of new products or services Detailed consideration is also given to the strategic impact of Big Data and analytics on innovation in domains such as government and education and to Big Data driven business models The second part of the book addresses the impact of Big Data and analytics on management and organizations focusing on challenges for governance evaluation and change management while the concluding part reviews real examples of Big Data and analytics innovation at the global level The text is supported by informative illustrations and case studies so that practitioners can use the book as a toolbox to improve understanding and exploit business opportunities related to Big Data and analytics

Direct, Digital & Data-Driven Marketing Lisa Spiller, 2020-01-09 In this latest edition of her classic text Lisa Spiller takes an insightful in depth look at contemporary marketing concepts tactics and techniques and the dynamic innovations that continue to drive and shape this multi faceted multi dimensional field Direct Digital and Data Driven Marketing recognizes the growth of the various digital formats as the newest interactive channels for conducting modern marketing But it does not overlook the traditional principles of direct marketing still relevant today This book examines the field both as it once was and as it is evolving With plenty of learning features online resources the Fifth Edition provides an engaging journey which will leave any marketing student with a thorough knowledge of how all kinds of businesses manage regular communication with their customer base and target demographic

Digital Analytics for Marketing A. Karim Feroz, Gohar F. Khan, Marshall Sponder, 2024-01-25 This second edition of Digital Analytics for Marketing provides students with a comprehensive overview of the tools needed to measure digital activity and implement best practices when using data to inform marketing strategy It is the first text of its kind to introduce students to analytics platforms from a practical marketing perspective Demonstrating how to integrate large amounts of data from web digital social and search platforms this helpful guide offers actionable insights into data analysis explaining how to connect the dots and humanize information to make effective marketing decisions The authors cover timely topics such as social media web analytics marketing analytics challenges and dashboards helping students to make sense of business measurement challenges extract insights and take effective actions The book's experiential approach combined with chapter objectives summaries and review questions will engage readers deepening their learning by helping them to think outside the box Filled with engaging interactive exercises and interesting insights from industry experts this book will appeal to undergraduate and postgraduate students of digital marketing online marketing and analytics Online support materials for this book include an instructor's manual test bank and

PowerPoint slides **Healthcare and Big Data** Mary F.E. Ebeling, 2016-09-27 This highly original book is an ethnographic noir of how Big Data profits from patient private health information The book follows personal health data as it is collected from inside healthcare and beyond to create patient consumer profiles that are sold to marketers Primarily told through a first person noir narrative Ebeling as a sociologist hard boiled detective investigates Big Data and the trade in private health information by examining the information networks that patient data traverses The noir narrative reveals the processes that the data broker industry uses to create data commodities data phantoms or the marketing profiles of patients that are bought by advertisers to directly market to consumers Healthcare and Big Data considers the implications these data phantoms have for patient privacy as well as the very real harm that they can cause Digital Lethargy Tung-Hui Hu, 2022-10-04 The exhaustion disappointment and listlessness experienced under digital capitalism explored through works by contemporary artists writers and performers Sometimes interacting with digital platforms we want to be passive in those moments of dissociation when we scroll mindlessly rather than connecting with anyone for example or when our only response is a shrugging lol Despite encouragement by these platforms to be yourself we want to be anyone but ourselves Tung Hui Hu calls this state of exhaustion disappointment and listlessness digital lethargy This condition permeates our lives under digital capitalism whether we are users who are what they click or racialized workers in Asia and the Global South Far from being a state of apathy however lethargy may hold the potential for social change Hu explores digital lethargy through a series of works by contemporary artists writers and performers These dispatches from the bleeding edge of digital culture include a fictional dystopia where low wage Mexican workers laugh and emote for white audiences a group that invites lazy viewers to strap their Fitbits to a swinging metronome faking fitness and earning a discount on their health insurance premiums and a memoir of burnout in an Amazon warehouse These works dwell within the ordinariness and even banality of digital life redirecting our attention toward moments of thwarted agency waiting and passing time Lethargy writes Hu is a drag it weighs down our ability to rush to solutions and forces us to talk about the unresolved present Digital Marketing Management, Second Edition Debra Zahay, 2020-09-23 This book is for managers and would be managers who need to upgrade their knowledge of digital marketing Told from the perspective of marketing strategy it puts digital marketing in the context of firm strategy selection The first step in digital marketing is to understand your company and your brand The next step is to put content and keywords on your web and mobile sites so that they can be found in search Then use the delivery platforms of digital content e mail social and mobile to deploy that content to the customer The final topics in the book focus on the importance of data management and privacy as well as the emerging roles of analytics artificial intelligence and marketing automation Without quality data no digital marketing program can be successful This data can then be used in data analytics applications for predictive modeling After reading this book the reader will have a good idea of where to start on the path to an integrated digital marketing management strategy Each chapter concludes with a list of action steps or

what to do next to get started on implementing a digital marketing strategy as well as review questions and key terminology

Controversies in Digital Ethics Amber Davisson,Paul Booth,2017-08-24 *Controversies in Digital Ethics* explores ethical frameworks within digital culture Through a combination of theoretical examination and specific case studies the essays in this volume provide a vigorous examination of ethics in a highly individualistic and mediated world Focusing on specific controversies privacy surveillance identity politics participatory culture the authors in this volume provide a roadmap for navigating the thorny ethical issues in new media Paul Booth and Amber Davisson bring together multiple writers working from different theoretical traditions to represent the multiplicity of ethics in the 21st century Each essay has been chosen to focus on a particular issue in contemporary ethical thinking in order to both facilitate classroom discussion and further scholarship in digital media ethics Accessible for students but with a robust analysis providing contemporary scholarship in media ethics this collection unites theory case studies and practice within one volume *EBOOK: Principles and Practices of Marketing 10/e* JOBBER AND ELLI,2023-02-21 *EBOOK Principles and Practices of Marketing 10 e* **Global Marketing Management** Kiefer Lee,Steve Carter,2012-03-29 *Global Marketing Management* provides comprehensive coverage of the issues which define marketing in the world today equipping students with some of the most current knowledge and practical skills to help them make key management decisions in the dynamic and challenging global trade environment

Fundamentals of Marketing Paul Baines,Sophie Whitehouse,Sara Rosengren,Paolo Antonetti,2020-12-29 Based on the bestselling *Marketing* by Baines Fill Rosengren and Antonetti *Fundamentals of Marketing* is the most relevant concise guide to marketing combining the most essential theories with a global range of practitioner insights **Direct and Digital Marketing in Practice** Brian Thomas,Matthew Housden,2017-06-29 Essential reading for those needing to get to grips with the latest and most powerful techniques available to skilled marketers *Direct and Digital Marketing in Practice* is the essential manual for all managers marketers and students Incisive and thorough the text has been fully updated to reflect the continuing impact and future implications of the Internet on marketing This new 3rd edition is one of the only comprehensive textbooks written entirely by current practising professionals It explains in detail the powerful offline and online techniques available to direct marketers today *Direct and Digital Marketing in Practice* covers vital issues such as the new marketing landscape gaining customer insight maximising returns on marketing investment integrating traditional and digital media campaign planning and budgeting offline and online metrics testing and statistics and developing compelling propositions *Direct and Digital Marketing in Practice* is an ideal reference tool presenting detailed explanations of key concepts with practical examples and case studies The book ensures that each point is relevant and memorable and made in a real world context Written for managers looking to expand and enhance customer reach students on MBA courses and those taking professional qualifications the book provides an invaluable and up to date guide to marketing best theory and practice in our increasingly digital and online age Marketing Paul Baines,Sara Rosengren,Paolo Antonetti,2022 How does Google

support organizations in their transformation to digital marketing How does the International Food Waste Coalition influence more sustainable behaviour How did a producer of Thai herbal toothpaste amend their marketing mix to maintain sales during COVID 19 With insights from leading practitioners and exploration of the latest issues to affect consumers and businesses alike Marketing answers these questions and more to provide students with the skills they need to successfully engage with marketing across all areas of society Founded on rigorous research this critical text presents a current complete guide to marketing success and explores topical issues such as sustainability and digital transformation Its broadest ever range of examples Practitioner Insights and Market Insights also give readers a unique view into the fascinating worlds of marketing professionals Individuals from Arch Creative Klarna eDreams Odigeo and Watson Farley and Williams are just a few of the practitioners that join the authors to offer real life insights and career advice to those starting out in the industry Review and discussion questions conclude each chapter prompting readers to examine the themes discussed in more detail and encouraging them to engage critically with the theory New critical thinking questions also accompany the links to seminal papers throughout each chapter presenting the opportunity for students to take their learning further An exciting development for this new edition the enhanced e book offers an even more flexible and engaging way to learn It features a select range of embedded digital resources designed to stimulate assess and consolidate learning including practitioner videos to offer further glimpses into the professional world multiple choice questions after each key section of the chapter to offer regular revision and understanding checkpoints and a flashcard glossary at the end of each chapter to test retention of key terms and concepts Marketing is the complete package for any introductory marketing module This book is accompanied by the following online resources For everyone Bank of case studies Practitioner insight videos Career insight videos Library of video links For students Key concept videos Author audio podcasts Multiple choice questions Flashcard glossary Internet activities Research insights Web links For lecturers PowerPoint slides Test bank Essay questions Tutorial activities Discussion question pointers Figures and tables from the book

Disruptive Technologies Paul Armstrong, 2023-01-03 The next two decades will see more waves of technological disruption than the previous fifty Adaptability and understanding of technological changes are now mission critical to every business *Disruptive Technologies* offers a three step framework that enables readers to choose how their business responds to technological upheaval rather than being led by changes forced upon them Showing how to understand a new technology evaluate the challenge it poses and finally respond to it readers will come away secure in the knowledge that they have a workable system with which they can navigate ongoing technological disruption This second edition features new chapters on the Metaverse and Web 3.0 as well as case studies and discussions of emerging technologies such as NFTs artificial intelligence virtual and augmented reality graphene and 3D 4D printing If companies do not grasp how developing technologies will impact their operations supply chains people and products they have little hope of weathering the ongoing storm of digital disruption *Disruptive Technologies* is your essential guide to

creating a stable response to constant technological upheaval

The Role of GIS in COVID-19 Management and Control Esra Ozdenerol, 2023-05-04 Geographic Information System GIS is one of the most important tools to help us understand public health and many aspects of our lives Because of COVID 19 GIS has been brought into the spotlight more than ever before People and civic leaders worldwide are turning to maps and real time surveillance data to make sense of what has been happening in the world and to get answers to important questions on every aspect of this pandemic This book examines the role of GIS in managing and controlling the spread of COVID 19 through 12 global projects and a multidisciplinary approach It explains the innovative uses of GIS not only limited to data organization and data access but also how improved GIS tools are used to make decisions plan and communicate various measures of control in both local and full scale outbreaks during the COVID 19 pandemic Features Provides cutting edge GIS visualization spatial temporal pattern and hot spot tracking applications used for predictive modeling of COVID 19 Includes real world case studies with broad geographic scope that reflect COVID 19 trends in cases deaths and vaccinations Provides lifestyle segmentation analysis on the risk of transmission of COVID 19 and spatial patterns of vaccination hesitancy Highlights real world issues brought to light with the help of GIS such as social discrimination inequalities in women s access to mental health care and analyzes the risk of transmission due to vaccination hesitancy Shows the use of GIS and spatial analysis in pandemic mapping management and control from masking and social distancing to testing site locations accounting for at risk and vulnerable populations Discusses facilitating policy making with GIS Edited by a very talented medical geographer and GIS Professor Dr Esra Ozdenerol this book highlights key GIS capabilities and lessons learned during the COVID 19 response that can help communities prepare for the next crisis It is a great resource for industry professionals and experts in health care public health and safety disaster management and for students academics and researchers interested in applying GIS and spatial analysis to the study of COVID 19 and other pandemics

Email Marketing in a Digital World Richard C. Hanna, Scott D. Swain, Jason Smith, 2015-12-18 Despite annual predictions of its demise email marketing remains one of the most important tools for businesses and other organizations The reason is simple Other communication tools including social and digital media channels cannot duplicate or recreate the unique capabilities of email marketing This book is for those who wish to learn more about how email marketing works whether as students teachers or practitioners The authors recap the history of email and email marketing and explain how it informs email today They cover the fundamentals of email marketing including types of emails the elements of an email email metrics best practices for email for improving performance list development and the benefits of segmenting an email list Also addressed are special topics in email strategy including the psychology of email recipients AB testing for optimizing email elements integrating email with social media and aligning email with big data sources

Living with Digital Surveillance in China Ariane Ollier-Malaterre, 2023-10-06 Digital surveillance is a daily and all encompassing reality of life in China This book explores how Chinese citizens make sense of digital surveillance and

live with it It investigates their imaginaries about surveillance and privacy from within the Chinese socio political system Based on in depth qualitative research interviews detailed diary notes and extensive documentation Ariane Ollier Malaterre attempts to de Westernise the internet and surveillance literature She shows how the research participants weave a cohesive system of anguishing narratives on China s moral shortcomings and redeeming narratives on the government and technology as civilising forces Although many participants cast digital surveillance as indispensable in China their misgivings objections and the mental tactics they employ to dissociate themselves from surveillance convey the mental and emotional weight associated with such surveillance exposure The book is intended for academics and students in internet surveillance and Chinese studies and those working on China in disciplines such as sociology anthropology social psychology psychology communication computer sciences contemporary history and political sciences The lay public interested in the implications of technology in daily life or in contemporary China will find it accessible as it synthesises the work of sinologists and offers many interview excerpts

Financial Services Marketing Christine Ennew,Nigel Waite,Róisín Waite,2024-10-02 This fourth edition of Financial Services Marketing firmly reinforces the book s role as a leading global educational resource combining appropriate conceptual principles with practical insights on how financial products and services are marketed in the real world The authors draw upon their extensive international experience marketing some of the world s best known financial brands including Lloyds TSB and Barclays Readers will gain a firm understanding of how financial products and services work within the commercial social economic governmental regulatory and environmental context in which they operate This fully updated and revised edition features A brand new chapter devoted to environmental social and corporate governance Revised coverage of the impact of digital advances in all aspects of business models and marketing practice including how artificial intelligence AI and social marketing are changing financial services and customer experience The latest regulatory developments for safeguarding the fair treatment of customers New and improved case studies that showcase best practice from around the world Upgraded Support Material including new teaching aids and references Financial Services Marketing is essential reading for advanced undergraduate and postgraduate students studying Marketing for Financial Services Marketing Strategy and Consumer Ethics in Finance It is also suitable for executive students studying for professional qualifications and executive MBAs

Marketing digital en la Moda José Luis del Olmo,Joan Francesc Fondevila Gascón,2014-05-13 La moda es un sector en constante transformaci n en el que la tecnolog a desempe a un rol cada vez m s importante Destacar en el mercado requiere cada vez m s dominar el marketing digital y conocer las claves de la moda en la red Actualmente las empresas del sector disponen de un amplio abanico de instrumentos y herramientas con las que mejorar la rentabilidad del negocio Tener presencia en Internet es fundamental pero tambi n lo es seguir una estrategia adecuada gestionarla bien tener clientes activos y disponer de venta online Para ello el libro Marketing Digital en la Moda analiza los recursos y las t cnicas de marketing digital que utilizan las marcas para alcanzar sus objetivos de marketing desde los m s

tradicionales como el posicionamiento en buscadores los blogs o el e mail marketing hasta los m s innovadores en el sector como el mobile marketing o las redes sociales

Audience Data and Research Steven Hadley, Katya Johanson, Ben Walmsley, Anne Torreggiani, 2023-12-04 This book presents a wide range of new audience studies research in the performing arts to provide a diversity of perspectives from scholarship policy management and practice It explores the insights different methodologies carried out with different kinds of audiences can contribute both to our immediate understanding of audiences and to the future development of audience research The book showcases research across the myriad fields that contribute to audience scholarship highlighting the ability of audience research to engage thinkers and practitioners from across often falsely divided art forms and academic fields Together in one volume these different methodologies explore the potential complementarity of evolving approaches to audience research and provide an in depth opportunity for investigating innovative methods Focusing on the need to understand audiences in a deeper and richer way this volume offers a crucible of thinking and re thinking about how society understands the impact of arts and culture on audiences Audience Data and Research Perspectives from Cultural Policy Arts Management and Practice serves as a catalyst to stimulate new critical debate on the potential of empirical audience research to provide fresh insights into questions of audience enrichment and cultural value It will be a key resource for scholars and researchers of audience studies media and cultural studies performance arts research arts management and cultural policy This book was originally published as a special issue of Cultural Trends

Data Mining Your Website Jesus Mena, 1999-07-15 Turn Web data into knowledge about your customers This exciting book will help companies create capture enhance and analyze one of their most valuable new sources of marketing information usage and transactional data from a website A company s website is a primary point of contact with its customers and a medium in which visitor s actions are messages about who they are and what they want Data Mining Your Website will teach you the tools techniques and technologies you ll need to profile current and potential customers and predict on line interests and behavior You ll learn how to extract from the huge pools of information your website generates insights into on line buying patterns and how to apply this knowledge to design a website that better attracts engages and retains on line customers Data Mining Your Website explains how data mining is a foundation for the new field of web based interactive retailing marketing and advertising This innovative book will help web developers and marketers webmasters and data management professionals harness powerful new tools and processes The first book to apply data mining specifically to e commerce Learn effective methods for gathering managing and mining Web customer information Use data mining to profile customers and create personalized e commerce programs

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