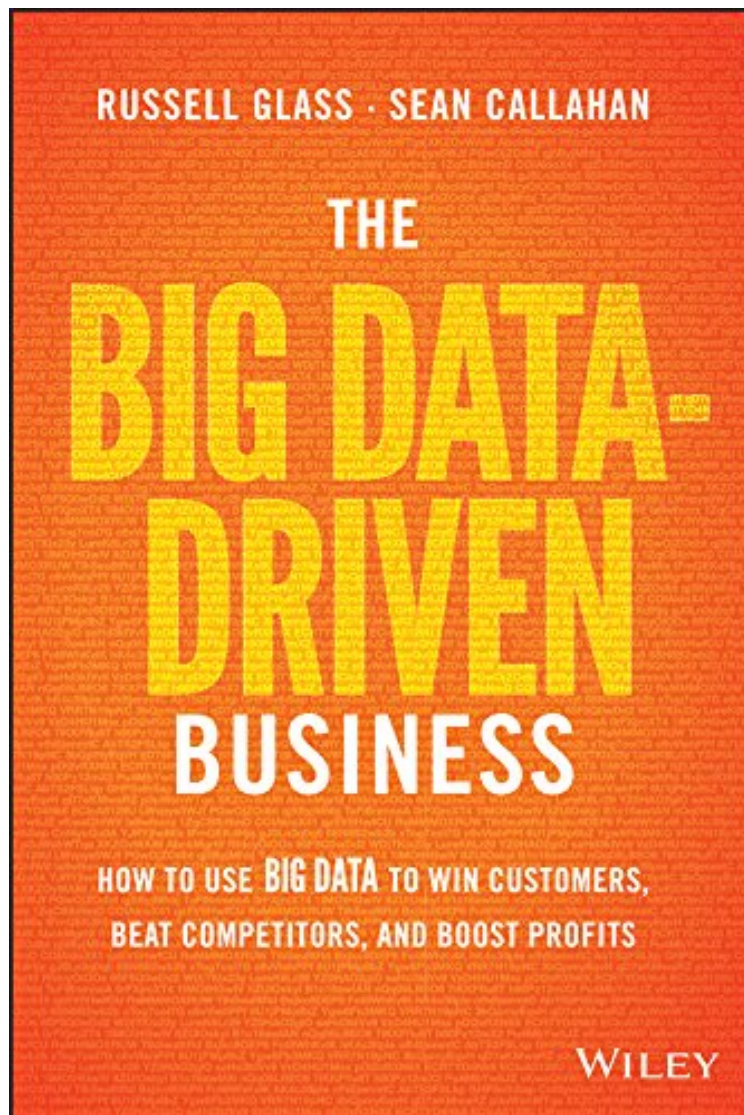


(Ebook free) The Big Data-Driven Business: How to Use Big Data to Win Customers, Beat Competitors, and Boost Profits

## The Big Data-Driven Business: How to Use Big Data to Win Customers, Beat Competitors, and Boost Profits

*Russell Glass, Sean Callahan*

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**Russell Glass, Sean Callahan : The Big Data-Driven Business: How to Use Big Data to Win Customers, Beat Competitors, and Boost Profits** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Big Data-Driven Business: How to Use Big Data to Win Customers, Beat Competitors, and Boost Profits:

2 of 2 people found the following review helpful. Terrific Introduction to the World of Big DataBy Timothy

Calkins Big data is changing the world of marketing; this book will convince you to embrace the opportunity. It isn't a detailed guide to using specific digital tools. It is a compelling call for action. I was struck by two points. First, a business simply can't ignore the digital opportunity; by the time you actually see a customer, they almost certainly have interacted with your brand in several different ways. Anyone going into marketing or branding has to be comfortable working in this world. Second, it is complicated. There are so many different technologies and platforms; at times I found the book over-whelming. Still, as the authors emphasize, the key is to get started: learn, test and progress. Begin with small steps. This book will get you moving forward. 0 of 0 people found the following review helpful. A great starting point By Ammar Mubaslat This is a great book for people seeking what value can be realized from the technology behind Big Data. I appreciate the abundance of cases tied to actual packaged software. Software and models that had great impact on various organizations enhance how they approach their existing and prospect customers in a manner that is data driven and data informed. I strongly recommend this book; especially for marketing personnel and for technologists working hand-in-hand with marketing. 0 of 0 people found the following review helpful. Great overview of how data is transforming "real world" marketing By Jason Lynn After 10 years in the online advertising industry, this is the best, most concise overview of how the practice of marketing is being changed by the new data technologies that I've seen. It presents well organized frameworks on how to think about data within marketing organization, real-world examples and some practical recommendations. I'd call it a must read for anyone that wants to understand the upcoming trends in marketing from a real-world, practical standpoint.

Get the expert perspective and practical advice on big data The Big Data-Driven Business: How to Use Big Data to Win Customers, Beat Competitors, and Boost Profits makes the case that big data is for real, and more than just big hype. The book uses real-life examples; from Nate Silver to Copernicus, and Apple to Blackberry; to demonstrate how the winners of the future will use big data to seek the truth. Written by a marketing journalist and the CEO of a multi-million-dollar B2B marketing platform that reaches more than 90% of the U.S. business population, this book is a comprehensive and accessible guide on how to win customers, beat competitors, and boost the bottom line with big data. The marketplace has entered an era where the customer holds all the cards. With unprecedented choice in both the consumer world and the B2B world, it's imperative that businesses gain a greater understanding of their customers and prospects. Big data is the key to this insight, because it provides a comprehensive view of a company's customers; who they are, and who they may be tomorrow. The Big Data-Driven Business is a complete guide to the future of business as seen through the lens of big data, with expert advice on real-world applications. Learn what big data is, and how it will transform the enterprise Explore why major corporations are betting their companies on marketing technology Read case studies of big data winners and losers Discover how to change privacy and security, and remodel marketing Better information allows for better decisions, better targeting, and better reach. Big data has become an indispensable tool for the most effective marketers in the business, and it's becoming less of a competitive advantage and more like an industry standard. Remaining relevant as the marketplace evolves requires a full understanding and application of big data, and The Big Data-Driven Business provides the practical guidance businesses need.

From the Inside Flap Every corporation in the world is using big data to some degree. The winners in today's data-driven environment create cultures that embrace big data in order to outshine the competition. The Big Data-Driven Business shows what it takes to create a thriving business culture that has intense focus on the customer by analyzing data, by being open to the truths it reveals, and by having the guts to act on those conclusions in order to prevail in the marketplace. The benefits of big data are available to any company, any size, in any industry. In this vital resource, Russell Glass and Sean Callahan offer real-world examples that act as an invaluable guide to establish a system that gathers and analyzes the data being generated by customers for delivering insights and revealing opportunities that can't be realized any other way. Once an effective big data system is established, competitive advantage and outsized shareholder value are bound to follow. The marketplace has entered an era where the customer holds all the cards. With unprecedented choice in both the consumer world and the B2B world, it's imperative that businesses gain a greater understanding of their customers and prospects. Filled with compelling real-world examples, The Big Data-Driven Business clearly demonstrates how leading marketers embrace software platforms that include marketing automation software, customer relationship management systems, data management platforms, and analytics tools to help make sense of customer behavior. The most effective strategy ties together the elements of this software, which is known as the marketing stack. With this insight about the target market, not only can the marketing team serve relevant messages to the right people at the right time, it can also anticipate their needs and perhaps even create the products their customer base didn't even know it wanted. Better information allows for better decisions, better targeting, and better reach. Big data has become an indispensable tool for the most effective marketers in the business, and it's becoming a necessity for businesses that want to thrive. Remaining relevant as the marketplace evolves requires a full understanding and application of big data, and The Big Data-Driven Business provides the practical guidance businesses need. From the Back Cover PRACTICAL ADVICE FOR HARNESSING THE POWER OF BIG

DATA Filled with a wealth of examples from data-driven companies including Dell, Google, and many others, *The Big Data-Driven Business* offers any company of any size, in any industry a hands-on guide that uses real-world examples to demonstrate how to create a business culture that focuses on the customer through data. Russell Glass and Sean Callahan offer a glimpse inside the inner-workings of dozens of successful companies along with their expert guidance for establishing business systems that gather and analyze the data being generated by customers and can deliver invaluable insights and opportunities. Big data doesn't necessarily mean big expense. Every company is sitting on a goldmine of valuable customer and prospect data—in its email list, through website interactions, via its e-commerce data. *The Big Data-Driven Business* helps business managers and marketers discover what's important in this data, what indicates that a prospect is ready to buy or that a customer is ready to upgrade. With this information, businesses can take action before any of their competitors do. Become a powerhouse in the marketplace by applying the winning principles of big data. *The Big Data-Driven Business* is packed with the examples, tools, and strategies needed to put big data to work in your organization. "Big data is the most disruptive business force there is. Big data is the stuff that is really moving economic power from one group to another. Sean and Russ's book illuminates why it's happening, how it's happening, and how businesses can take advantage." —Geoffrey Moore, author of *Crossing the Chasm*, *The Gorilla Game*, and *Inside the Tornado* "I think the concept in this book that businesses need to develop a culture of being open to data is 100% spot on, and I think the Obama for America 2008 campaign was a great example of this." —Dan Siroker, CEO and cofounder of Optimizely, former Advisor to The White House, and Director of Analytics, Obama for America 2008 Campaign

About the Author  
Russell Glass is the Head of B2B Marketing Products for LinkedIn. A seasoned technology entrepreneur, Russ founded and then served as president and CEO of Bizo, a B2B audience marketing and data platform, which was acquired for \$175 million by LinkedIn in 2014. During his tenure at Bizo, he grew the company to a \$50 million plus revenue run-rate and to more than 150 employees before it was acquired. At LinkedIn, he injects his deep knowledge about the B2B marketing ecosystem to help build the next generation of content-based marketing products for the company. Russ has also founded or held senior positions at four venture-backed technology companies. He is a big believer that great cultures equal great companies, and has integrated this philosophy into all of his roles. He's passionate about family, Duke basketball, golf and just about anything in HD. Sean Callahan is the senior manager-content marketing at LinkedIn. Formerly, he was a marketing director at Bizo and an editor and reporter at Crain Communications. His freelance journalism has appeared in the *New York Times*, *The Washington Post*, *Chicago Tribune*, *Chicago Sun-Times*, *Notre Dame Magazine*, *Salon.com*, and *SI.com*.