



Customer Intelligence: From Data to Dialogue

By Kelly, Sean

Wiley, 2006. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Foreword by Malcolm McDonald. Acknowledgements. Introduction. Part I: The Decade of Customer Information Exploitation: 1990-2000. Chapter 1: The Concept of Customer Intelligence: From Product to Customer. Chapter 2: Achieving an Intelligence Capability: From Data to Knowledge. Chapter 3: The Eclipse of Mass Marketing: From Many to One. Chapter 4: Achieving Segmentation and Differentiation: From Fuzzy to Focused. Part II: The Decade of Customer Information Exchange: 2000-2010. Chapter 5: The Collapse of Time: From Lapsed to Real. Chapter 6: Customer Privacy and Confidentiality: From Surveillance to Permission. Chapter 7: Closing the Loop: From Monologue to Dialogue. Chapter 8: The New Practice of Marketing: From Selling to Buying. Notes. Index.



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