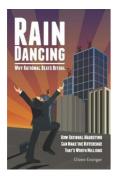
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RAINDANCING: WHY RATIONAL BEATS RITUAL (HARDBACK)



Troubador Publishing, United Kingdom, 2013. Hardback. Condition: New. Language: English. Brand New Book. This groundbreaking book launches a passionate crusade for 'rational marketing - based on facts and data, rather than guesswork, traditions and raindancing. Marketing without measurement is myth. Until now, says Glenn Granger, marketers have been flying blind. Even the big brands that can afford to pay consultants for data modelling and forecasting are only getting snapshots, retrospectively, once or twice a year. And media costs are...

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- Authored by Glenn Granger
- Released at 2013



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