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Humanizing Big Data: Marketing at the Meeting of Data ...

A New Approach to Humanizing Big Data. by Colin Strong June 15, 2015. save. Big Data is reshaping the marketing profession as it is increasingly used to mediate the consumer-brand relationship. But does the technology-driven approach to data analytics mean that progress is stalled?

Humanizing big data : marketing at the meeting of data ...

Big data has been criticized for losing sight

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of the human beings behind it—that each individual entry is a record of a human interaction, not just a number. It's led us to wonder how big data can get back in touch with its human side. This event is focused on humanizing big data. Our argument: numbers must be reattached to human beings.

Humanizing Big Data: Marketing at the Meeting of Data ...

Humanizing Big Data has become a growing trend that promises to improve the access and analysis of data while injecting the contextual meaning behind the people who

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generate it. Companies of every size have begun to adopt humanization as part of their Big Data strategy.

Humanizing Big Data

Humanizing Big Data guides marketing managers, brand managers, strategists and senior executives on how to use big data strategically to redefine customer relationships for better customer engagement and an improved bottom line. Humanizing Big Data provides a detailed understanding of the way to approach and think about the challenges and ...

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Humanizing Big Data guides marketing managers, ... Humanizing Big Data provides a

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detailed understanding of the way to approach and think about the challenges and opportunities of big data, enabling any brand to realize the value of their current and future data assets. First it explores the 'nuts and bolts' of data analytics and the way in ...

Humanizing Big Data | CustomerThink

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and an improved bottom line. Humanizing Big Data provides a detailed understanding of the way to approach and think about the challenges and ...

Humanizing Big Data by Colin Strong . OverDrive (Rakuten ...

His book, *Humanizing Big Data*, raises some interesting questions that anyone in marketing research - and indeed, anyone interested in big data analytics - should consider. In short, Colin argues that standard big data is missing a vital ingredient in its search for data-fueled

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enlightenment: data points, are, after all, provided by people.

Humanizing Bigdata - Compare Reviews, Features, Pricing in ...

Get this from a library! Humanizing big data : marketing at the meeting of data, social science and consumer insight. [Colin Strong, (Business writer)] -- "Between tweets, likes, comments, blogs, videos and images, today's customer is estimated to generate 2.5 quintillion bytes of data per day. How can marketers utilize the ever-increasing amount of ...

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Marketing Strategy - A New Approach to Humanizing Big Data ...

A Customer is More Than a Data Point. Colin Strong, marketing researcher and author of “Humanizing Big Data: Marketing at the Meeting of Data, Social Science, and Consumer Insight,” argues that any size business can use Big Data for better business decisions if they focus on the often neglected source of all this information, individual human beings.

How to Humanize Big Data to Increase Its

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Value? - Social ...

Or is customer data scattered across multiple systems? When it comes to marketing activity, do you have an integrated view of all marketing interactions with a customer? Or is this data isolated for each separate marketing channel? One of the keys to humanizing big data is making sure that your data foundations are integrated and customer centric.

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The Paperback of the Humanizing Big Data:

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Marketing at the Meeting of Data, Social Science and Consumer Insight by Colin Strong at Barnes & Noble. FREE ... Colin Strong's Humanizing Big Data marches into this minefield with cogent analysis and thoughtful advice for management and marketing about the new breed of information-aware consumer."

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Humanizing Big Data – Kogan Page

The marketing agenda has become dominated by big data. And for good reason, as it is hard to ignore the heady predictions about the effect that data can have on business performance. McKinsey, for example, has estimated that a retailer using big data can potentially increase its margin by more than 60%.

Humanized

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