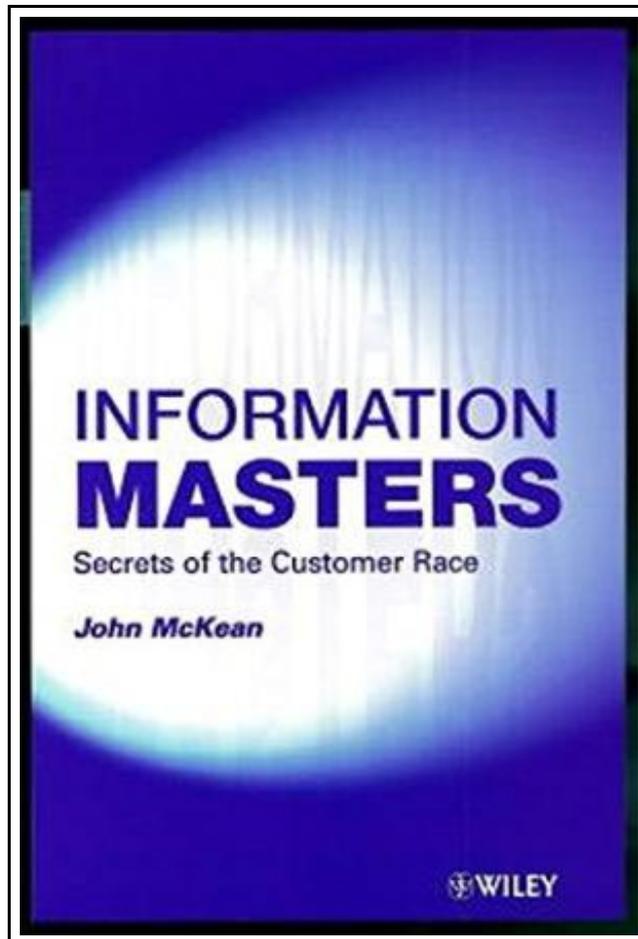


The Information Masters: Building Value Through Customer Intelligence



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Reviews

Here is the best publication i have got go through until now. It is actually writer in simple phrases and never hard to understand. I realized this publication from my dad and i suggested this ebook to find out.

(Lorena White)

THE INFORMATION MASTERS: BUILDING VALUE THROUGH CUSTOMER INTELLIGENCE



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John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, The Information Masters: Building Value Through Customer Intelligence, John McKean, .Less than five percent of the worlda s firms achieve the full potential of their customer relationship initiatives.The rest are caught in its paradox.The core message of Information Masters is simply that the frenzied race back to customers is being won by those who have developed a broad and deep customer information competency. The winners have accomplished this by balancing technology with investments in the predominantly "non--technological" determinants of customer information competency -- people skills, processes, organization structure, culture, leadership, and information itself. "You might think ita s lack of technology that accounts for your inability to forge stronger, more rational and cohesive relationships with your customers, but John McKeana s excellent study shows that technology is likely to be the least of your worries. Information competency is the result of the people you have in place, the processes they follow, the culture of your firm, and many things other than technology. Dona t start your journey toward CRM without reading this book!" --Don Peppers, co--author, The One to One Fieldbook: The Complete Toolkit for Implementing a 1to1 Marketing Program (Doubleday, 1999) "Managing customer relationships is too important to be left to the technologists to figure out. McKean has nailed it when he forces you to consider and evaluate the other a stuffa -- people, processes, and culture, and, by the way, the data itself is awfully important." --John Peterson, AT&T Vice President, Database Marketing "Gaining competitive advantage from information is not as much a technological challenge as it is about people, culture, and leadership. John illustrates and quantifies a better way to build an information advantage to serve both customers and shareholders." --David Overton, Vice President, Merchandise Planning,...



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