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dependable trade shows and satisfaction studies, mounds of marketing metrics are being generated for you across various touchpoints and channels. The numbers available to you are mind-blowing--but the amount itself can be mind-numbing. Where can one begin to filter through it all to find what is most beneficial for their company? Locked in the vast quantity of information are accurate, data-driven answers to every marketing question--and analytic dashboards are the key to finding it all. In *It's Not the Size of the Data--It's How You Use It*, marketing expert Koen Pauwels introduces readers to these transformative web-based tools that gather, synthesize, and visually display essential data in real time, directly connecting marketing with performance. He then supplies a simple yet rigorous methodology that explains step by step

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- Gain crucial IT support
- Build a rock-solid database
- Select key leading performance indicators
- Design the optimal dashboard layout
- Use marketing analytics to improve decisions and reap rewards

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Dr. Martha Tilaar, Prof. Dr. Ir. Bernard Wijaya as well as several other experts from leading universities and research institutions comprehensively discuss various aspects of jamu ranging from culture, science, ethnobotany, health, beauty, and industrialization as well as commercialization. The book is presented with the hope that it inspires scientists, academics and policy makers involved in herbal medicine to continue the development of jamu for the health of generations to come and for the benefit of the world.

With a full explanation on the basic principles of marketing, this guidebook helps readers answer such questions as What

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is marketing? What is a marketing forecast? and What is the best way to conduct market research? Written by professionals for students and entrepreneurs, this text also features international case studies, numerous up-to-date examples of the latest developments and trends in marketing, and tried and tested information that helps students learn.

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