

# Data-Driven Marketing for Strategic Success

Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

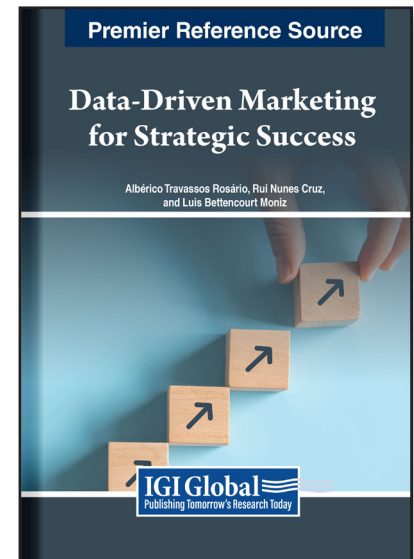
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## Description:

In the field of modern marketing, a pivotal challenge emerges as traditional strategies grapple with the complexities of an increasingly data-centric world. Marketers, researchers, and business consultants find themselves at a crossroads, navigating the intricate intersection of data science and strategic marketing practices. This challenge serves as the catalyst for **Data-Driven Marketing for Strategic Success**, a guide designed to address the pressing issues faced by academic scholars and professionals alike. This comprehensive exploration unveils the transformative power of data in reshaping marketing strategies, offering a beacon of strategic success in a sea of uncertainty.

This book transcends the realm of traditional marketing literature. It stands as a useful resource, not merely adding elements to ongoing research but shaping the very future of how researchers, practitioners, and students engage with the dynamic world of data-driven marketing. It is strategically tailored to reach a diverse audience, offering valuable insights to academics and researchers exploring advanced topics, practitioners in the marketing industry seeking practical applications, and graduate students studying data science, marketing, and business analytics. Policymakers, ethicists, and industry regulators will find the dedicated section on ethical considerations particularly relevant, emphasizing the importance of responsible practices in the data-driven marketing landscape.

Covering foundational concepts and advanced applications, the book delves into customer segmentation, predictive analytics, sentiment analysis, marketing attribution modeling, dynamic pricing optimization, ethical considerations, and future trends. Real-world case studies provide practical insights for marketers and data scientists, ensuring a comprehensive understanding of the transformative potential of data science in marketing. **Data-Driven Marketing for Strategic Success** is an indispensable compass, guiding both scholarly discussions and practical success in the ever-evolving domain of modern marketing through the strategic integration of data.



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## Topics Covered:

- Augmented Reality in Marketing
- Cross-Channel Marketing Optimization
- Customer Segmentation and Targeting
- Data-Driven Marketing
- Dynamic Pricing Optimization
- Ethical Considerations in Data-Driven Marketing
- Fraud Detection and Prevention
- Future Trends in Data-Driven Marketing
- Interdisciplinary Perspectives
- Marketing Attribution Modeling
- Personalization and Recommendation Systems
- Predictive Analytics for Customer Behavior
- Sentiment Analysis in Social Media
- Virtual Reality in Marketing

**Subject:** Education

**Classification:** Edited Reference

**Readership Level:** Advanced-Academic Level  
(Research Recommended)

**Research Suitable for:** Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

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