

## Big Data Marketing Creare Valore Nella Platform Economy Con Dati Intelligenza Artificiale E Iot 1

Big data marketing. Creare valore nella platform economy con dati, intelligenza artificiale e IoT The First Outstanding 50 Years of Università Politecnica delle Marche! Big data: cosa sono, come analizzarli e utilizzarli per fare marketing Account-based marketing. Il valore delle relazioni con i clienti Loyalty Management La trasformazione digitale delle vendite Marketing e comunicazione Non-Standard Work, Self-Employment and Precariousness Big Data nelle PMI SMARTechnology. Crm & Digital Innovation per creare valore in azienda Digital strategy Lean Marketing & Sales. Oltre il prodotto: vendere soluzioni Social Mobile Marketing - II edizione Insurance 4.0 AI Marketing Marketing 5.0 Parlane pure col mio robot... ma gli androidi fanno le spremute con l'arancia meccanica? Il CMR & i TPL per una migliore relazione con il cliente: il caso A.T.A.M. S.p.A. L'analisi di bilancio Il nuovo bilancio d'esercizio

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Using Big Data to Help Retailers Improve Their Business

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