

# Cult Of Analytics: Driving Online Marketing Strategies Using Web Analytics - Steve Jackson

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If you want to understand and get true value from your online content you need to understand how it is used by your customers. If you work with web analytics and online search optimization, this book will provide you with the tools and insight you need to do just that. Even more, it will give you an actionable plan to transform the culture of your organization into one that uses web analytics on a daily basis, focusing on real changes you can make to your department and processes to transform the way your business works. With examples from dozens of companies ranging from small businesses, to consumer sites like Amazon, to some of the largest companies in the world including Tesco and Google, Cult of Analytics demonstrates just how to apply web analytics to your business. Author: Jackson, Steve Publisher: Routledge Illustration: N Language: ENG Title: Cult of Analytics: Driving online marketing strategies using web analytics Pages: 00288 (Encrypted EPUB) / 00288 (Encrypted PDF) On Sale: 2009-05-08 SKU-13/ISBN: 9781856176118 Category: Business & Economics : General Category: Business & Economics : Marketing - General

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