



Data Warehousing: The Route to Mass Communication

Sean Kelly

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Though companies have amassed an enormous amount of data, they haven't always been able to use it because it is unstructured, unintegrated, or polluted. This book shows how to transform this vast pool of data into information of strategic significance. Taking up where database marketing leaves off, it offers practical ideas for businesses to realize staggering response rates from mailings, focused marketing campaigns, and more.

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