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in marketing have made the ultimate marketing machine a success imperative for organizing marketing, so is the need to build a culture that embraces marketing analytics. Read more about how it can be done: Argyle Conversations: Building a Marketing Analytics Culture

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I read the article from Harvard Business Review (2014) called “ The Ultimate Marketing Machine ” which gives me ideas to the significant of marketing that we need to expand. The first thing that every company should do is to establish a vision and ensure that every employee shares the same vision.

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principles, people, and process. they give the marketing function—and the whole organization—a common

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As a marketing modeler, Professor Ascarza uses tools from statistics, economics, and machine learning to answer relevant marketing questions. Her main research areas are customer analytics and customer management, with special attention to the problem of customer retention.

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