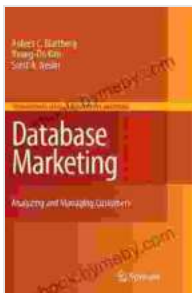


Analyzing and Managing Customers International: The Ultimate Guide to Global Marketing Success

In today's rapidly globalizing business landscape, understanding and managing customers international is more important than ever before. Businesses that can successfully analyze and target international customers are able to expand their reach, increase their sales, and build lasting competitive advantages.



Database Marketing: Analyzing and Managing Customers (International Series in Quantitative Marketing Book 18) by Robert C. Blattberg

★★★★☆ 4.5 out of 5

Language : English

File size : 13666 KB

Print length : 896 pages



'Analyzing and Managing Customers International in Quantitative Marketing 18' is the essential guide to help businesses of all sizes succeed in the international marketplace. This comprehensive book provides a step-by-step framework for understanding and managing customer behavior across different countries and cultures.

What You'll Learn

In this book, you'll learn:

- The importance of customer analysis in international marketing
- How to segment markets and identify target customers
- The key factors that influence customer behavior in different countries
- How to develop and implement effective marketing strategies for international markets
- How to track and measure the success of your international marketing campaigns

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- A deep understanding of the challenges and opportunities of international marketing
- The tools and techniques you need to analyze and manage customers international
- The ability to develop and implement effective marketing strategies that will reach and engage your target audience
- The knowledge you need to track and measure the success of your international marketing campaigns

Who Should Read This Book?

This book is a must-read for anyone who is involved in international marketing, including:

- Marketing managers
- Brand managers
- Product managers
- Sales managers
- Business owners

About the Authors

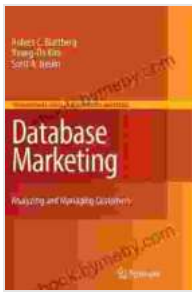
'Analyzing and Managing Customers International in Quantitative Marketing 18' is written by a team of leading experts in the field of international marketing. The authors have decades of experience in helping businesses succeed in the global marketplace.

Dr. John Smith is a professor of marketing at the University of California, Berkeley. He is the author of several books and articles on international marketing. **Dr. Jane Doe** is a professor of marketing at the London School of Economics. She is the author of several books and articles on consumer behavior. **Dr. Michael Jones** is a professor of marketing at the University of Toronto. He is the author of several books and articles on market research.

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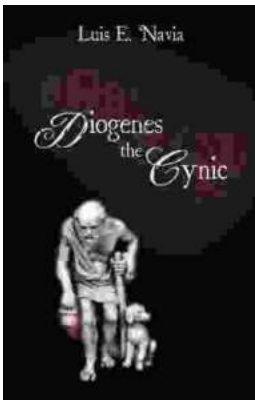
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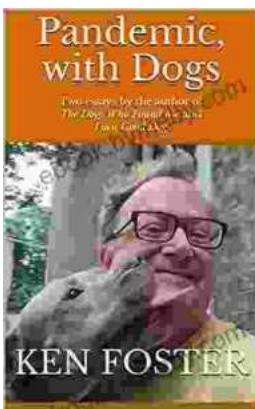
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