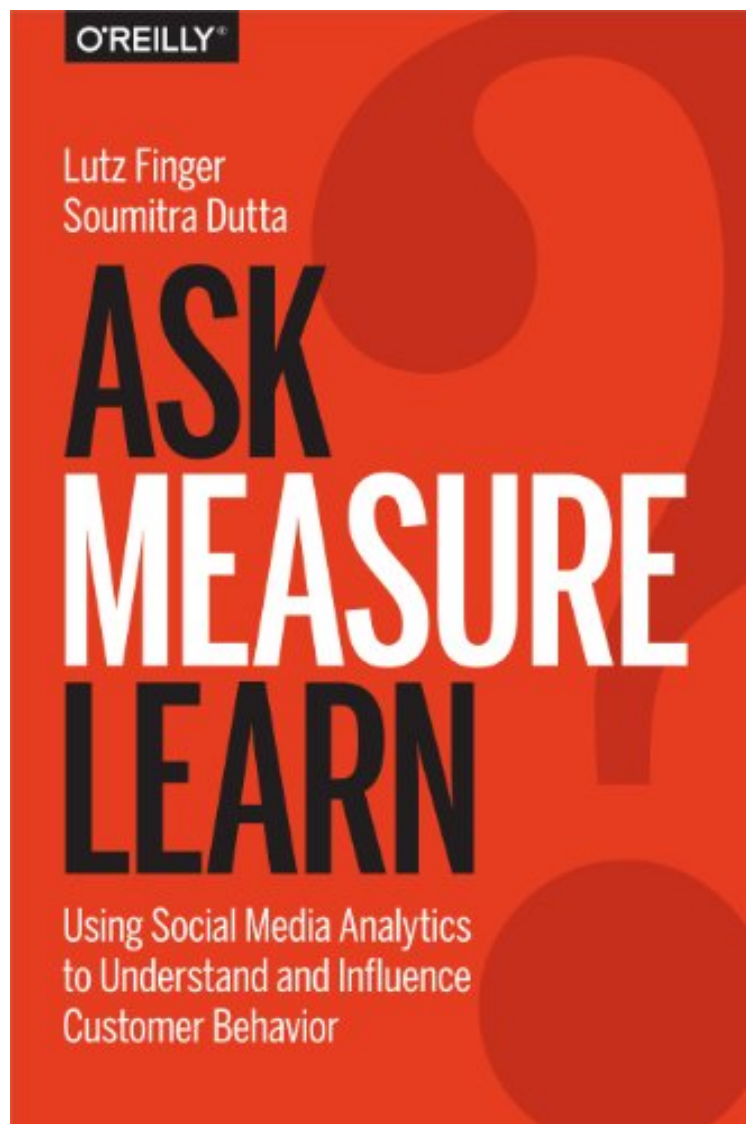


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Ask, Measure, Learn: Using Social Media Analytics to Understand and Influence Customer Behavior

Lutz Finger, Soumitra Dutta

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Lutz Finger, Soumitra Dutta : Ask, Measure, Learn: Using Social Media Analytics to Understand and Influence Customer Behavior before purchasing it in order to gauge whether or not it would be worth my time, and all praised Ask, Measure, Learn: Using Social Media Analytics to Understand and Influence Customer Behavior:

1 of 1 people found the following review helpful. as issues such as changing usage of social media over time and different regional adoption rates can make what otherwise seems like Benjamin Waber Even as someone a bit outside

the social media analytics world (albeit with a data science background), this was still a fascinating read. The complexities involved in analyzing seemingly "simple" data from social media sources is clearly explained in a way that both experts and novices can appreciate. The authors' experience was illuminating, as issues such as changing usage of social media over time and different regional adoption rates can make what otherwise seems like a straightforward problem into one with intricate details, equal parts art and science. If you're just starting in the field of social media analytics this book is invaluable. While it doesn't go into details on the exact algorithms you should use (there are plenty of books on that topic), it confronts the far more pressing problems of what questions to ask and what data you need. Strongly recommend 1 of 1 people found the following review helpful. A great read for anyone thinking about a new big data analysis strategy or reviewing a current under performing one. By Zennon I have a small business and we use social media, but admittedly not as effectively as we could - it was more of an afterthought, than a core strategy. I bought Ask, Measure, Learn to get a better look at how to step back and review what we were doing. The book cuts through all the hype and 'social media for dummies' and helps you identify and focus on the key metrics and measurements that are right for your division and functional role that can be used with any social media (or big data) tools. It's too early to tell if the changes will be effective in financial ROI, but it has made me much more comfortable in our social media strategy and certainly has helped turn the 'art of using data' into the 'science of using data'. 0 of 0 people found the following review helpful. Five Stars By Pat Edwards Thank You

You can measure practically anything in the age of social media, but if you don't know what you're looking for, collecting mountains of data won't yield a grain of insight. This non-technical guide shows you how to extract significant business value from big data with Ask-Measure-Learn, a system that helps you ask the right questions, measure the right data, and then learn from the results. Authors Lutz Finger and Soumitra Dutta originally devised this system to help governments and NGOs sift through volumes of data. With this book, these two experts provide business managers and analysts with a high-level overview of the Ask-Measure-Learn system, and demonstrate specific ways to apply social media analytics to marketing, sales, public relations, and customer management, using examples and case studies.

About the Author LUTZ FINGER, a director at LinkedIn, is an authority on social media and text analytics. He is also co-founder and former CEO of Fisheye Analytics, a media data-mining company whose products support governments and various NGOs, such as the Organisation for Economic Co-operation and Development (OECD) and the International Olympic Committee, which was acquired by the WPP group. Lutz is a highly regarded technology executive who built a sales center for Dell Europe as well as an incubator for mobile applications at Ericsson. He is a popular public speaker on business analytics and serves as an advisor and board member at several data-centric corporations in Europe and the US. He has an MBA from INSEAD as well as an MS in quantum physics from TU Berlin (Germany).