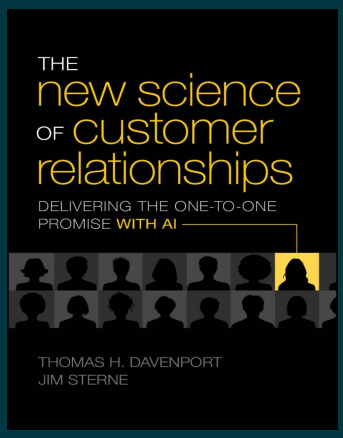
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eBook - The New Science of Customer Relationships: Delivering the One-to-One Promise With AI

By Thomas H. Davenport, Jim Sterne

eBook 9789377065706 ₹- Price

Pages: 272

Description

The New Science of Customer Relationships by Thomas H. Davenport and Jim Sterne explores using generative AI to create hyper-personalized customer interactions. It details the latest tools, data collection methods, ethical practices, and implementation strategies to build profitable, trustworthy, and effective one-to-one marketing relationships that integrate AI seamlessly into business operations.

About the Author

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Thomas H. Davenport is a Co-Founder of the International Institute for Analytics, a Fellow at the MIT Initiative on the Digital Economy, and Senior Advisor to Deloitte Analytics; Jim Sterne is the Founder of the eMetrics Summit and Board Chair of the Digital Analytics Association.

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