



# In Data We Trust: How Customer Data is Revolutionising Our Economy

*Lars Luck, Bjorn Bloching, Thomas Ramge*

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Is it really possible for credit card companies to predict a divorce long before the couple in question know the end is nigh? Absolutely. All the information the companies need is already at their fingertips. The days of marketing professionals relying on 'gut feeling' are long gone, and intelligently analysed data streams make forecasting customer behaviour straightforward. As businesses all over the world fight hard and long for customer spend, it's the ones who transform data into smart data that will win the day, as data-crunch pioneers such as Google, Amazon and WalMart have shown. Written by a team of experienced marketing experts this enlightening book describes the revolutionary change in the marketing environment in recent years, provides fascinating case studies and gives indispensable advice on smart use of customer data. It is an essential read not only for every marketing professional but everyone wondering what happens to their personal information once it's 'out there'.

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