



Spinning Straw Into Gold: An Executive Guide to the Magic of Turning Data Into Money

John Miglautsch

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Would you like to predict the future? - especially in direct marketing. Have you built a mountainous database for a decade with little or no return on investment. Have you invested in BigData, Data Clouds and statistical analysis only to land in confusion?

Data Scientist, John shares over 17 years of data-based money-making in the most knowledgeable crucible - the Catalog Industry. His clients continuously put him to the test, know how to measure and understand results - he has won hundreds or even thousands of predictive tests. In spite of the mail-order case studies, as David Ogilvy proved, both general advertising and eCommerce can learn a lot from old-fashioned mail-order magic.

A quick easy to read executive guide.

"The Level 3 Modeling™ database is always a work in process. It always seems to be at the limits of what can be conceived. It always stretches capacity and processing power. It is not a black box, but it is a strategic advantage. It is a weapon, never quite battle proven which if successful provides the victory in marketing warfare" John Miglautsch

"For this hour, satisfied are we to proffer the mysteries of the wizard's art. What marvel verily, if we can indeed bedevil thee to spawn gold beyond the aspirations of avarice." ...the Wizard

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Mary Barrientes:

Playing with family in a very park, coming to see the marine world or hanging out with pals is thing that usually you could have done when you have spare time, and then why you don't try thing that really opposite from that. A single activity that make you not sensation tired but still relaxing, trilling like on roller coaster you already been ride on and with addition of information. Even you love Spinning Straw Into Gold: An Executive Guide to the Magic of Turning Data Into Money, you could enjoy both. It is very good combination right, you still want to miss it? What kind of hang type is it? Oh can occur its mind hangout folks. What? Still don't get it, oh come on its named reading friends.

Alberta Jones:

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to understand. The writer made some analysis when he makes this book. That is why this book suited all of you.

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