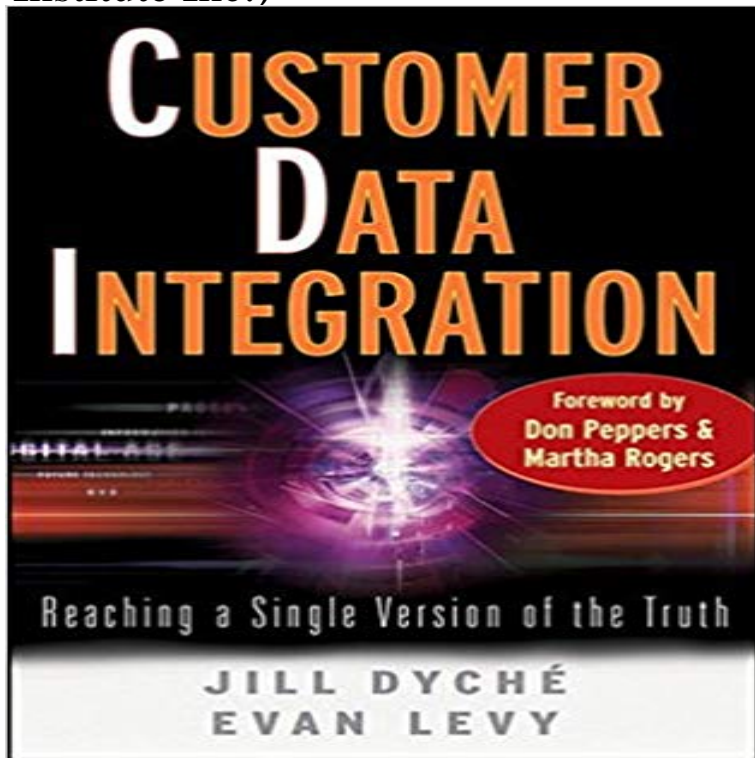


Customer Data Integration: Reaching a Single Version of the Truth (SAS Institute Inc.)



Customers are the heart of any business. But we cant succeed if we develop only one talk addressed to the average customer. Instead we must know each customer and build our individual engagements with that knowledge. If Customer Relationship Management (CRM) is going to work, it calls for skills in Customer Data Integration (CDI). This is the best book that I have seen on the subject. Jill Dyche is to be complimented for her thoroughness in interviewing executives and presenting CDI. -Philip Kotler, S. C. Johnson Distinguished Professor of International Marketing Kellogg School of Management, Northwestern University In this world of killer competition, hanging on to existing customers is critical to survival. Jill Dyches new book makes that job a lot easier than it has been. -Jack Trout, author, Differentiate or Die Jill and Evan have not only written the definitive work on Customer Data Integration, theyve made the business case for it. This book offers sound advice to business people in search of innovative ways to bring data together about customers-their most important asset-while at the same time giving IT some practical tips for implementing CDI and MDM the right way. -Wayne Eckerson, The Data Warehousing Institute author of Performance Dashboards: Measuring, Monitoring, and Managing Your Business Whatever business youre in, youre ultimately in the customer business. No matter what your product, customers pay the bills. But the strategic importance of customer relationships hasnt brought companies much closer to a single, authoritative view of their customers. Written from both business and technicalperspectives, Customer Data Integration shows companies how to deliver an accurate, holistic, and long-term understanding of their customers through CDI.

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