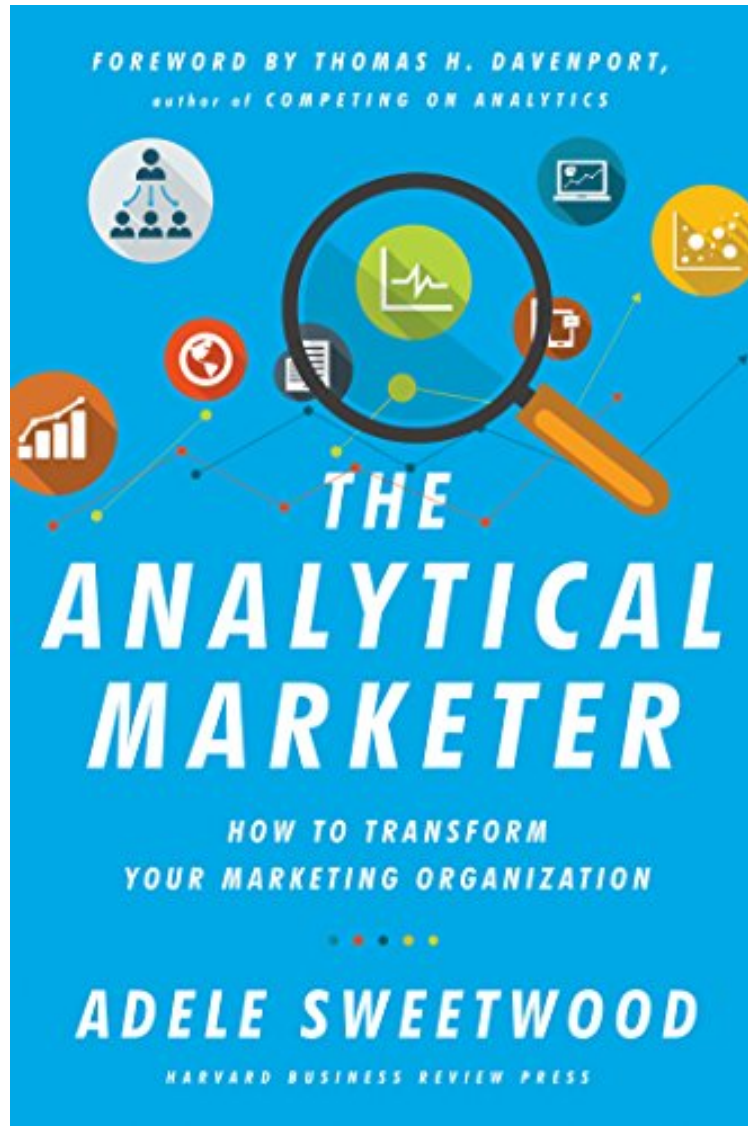


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The Analytical Marketer: How to Transform Your Marketing Organization

Adele Sweetwood

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How to lead the change Analytics are driving big changes, not only in what marketing departments do but in how they are organized, staffed, led, and run. Leaders are grappling with issues that range from building an analytically driven marketing organization and determining the kinds of structure and talent that are needed to leading interactions with IT, finance, and sales and creating a unified view of the customer. The Analytical Marketer provides critical insight into the changing marketing organization digital, agile, and analytical and the tools for reinventing it. Written by the head of global marketing for SAS, The Analytical Marketer is based on the author's firsthand experience of transforming a marketing organization from art to art and science. Challenged and inspired by their company's own analytics products, the SAS marketing team was forced to rethink itself in order to take advantage of the new capabilities that those tools offer the modern marketer. Key marketers and managers at SAS tell their stories alongside the author's candid lessons learned as she led the marketing organization's transformation. With additional examples from other leading companies, this book is a practical guide and set of best practices for creating a new marketing culture that thrives on and adds value through data and analytics.

The Analytical Marketer provides critical insight into the changing marketing organization and the tools for reinventing it. Marketing Magnified ADVANCE PRAISE for The Analytical Marketer: Geoffrey A. Moore, author, Crossing the Chasm and Zone to Win Persuasive and powerful. An essential guide to rethinking and rebuilding your marketing organization from mind-set and structure to talent and leadership. Lori Schafer, coauthor, Branded! How Retailers Engage Consumers with Social Media and Mobility; Executive Advisor, SAS Global Retail A must-read for all marketing executives. Sweetwood provides a quick, practical, and easy-to-understand guide to turn your marketing organization into an analytic powerhouse. Paul Greenberg, author, CRM at the Speed of Light (4th Edition) Adele Sweetwood has not only been there, she's done it. From the use of analytics to the hiring of the right people, this book is an important read for your organization. Brenda Hodge, CMO, a leading healthcare innovation company Adele Sweetwood provides practical advice and great insights for marketing leaders and their teams to deliver stronger results in today's world of high customer expectations. Thornton May, futurist; author, The New Know: Innovation Powered by Analytics If you are reading The Analytical Marketer, you are on the right path toward transforming your marketing organization. Jill Dyché, Vice President, SAS Best Practices; author, The New IT Rarely has a marketing leader transformed an organization so effectively, with such sustained results! Don't just read this bookingest it! Erik Qualman, bestselling author, Digital Leader The Analytical Marketer is the definitive guide to jump-starting your marketing organization's analytical transformation.