

HUMANIZING BIG DATA

MARKETING AT THE MEETING OF DATA,
SOCIAL SCIENCE & CONSUMER INSIGHT

COLIN STRONG

Humanizing Big Data: Marketing at the Meeting of Data, Social Science and Consumer Insight

By Colin Strong

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Between tweets, likes, comments, blogs, videos and images, today's customer is estimated to generate 2.5 quintillion bytes of data per day. How can marketers utilize the ever-increasing amount of data to better understand and interact with their customers?

This book offers advice on how to interpret and incorporate data into an organization's overall marketing strategy. It is designed to help marketers improve customer relationships, enhance the targeting of their marketing efforts, align marketing activities with ultimate goals and objectives, and gain insight into the effectiveness of marketing campaigns and channels.

Topics covered include: the current limitations associated with big data, the differences between deriving the what, how and why from data, how to use social science to provide frameworks for a smart data agenda, privacy and personal data and the role of market research in a marketing strategy.

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Humanizing Big Data: Marketing at the Meeting of Data, Social Science and Consumer Insight By Colin Strong **Bibliography**

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Editorial Review

Review

"[I]nvites readers to approach collecting Big Data with a more human-centered approach. ...The principles behind *Humanizing Big Data* can be implemented by a business of any size. After all, Big Data is everywhere: online, on social media, in CRMs, in email newsletter services, etc. The key is understanding how to use data that you have instead of the technology that you don't."

(Charles Franklin *Small Business Trends*)

"[A] concise, readable, well-sourced platform from which to continue your own exploration of whichever facet of big data is currently most relevant to you."

(Joseph Rydolm *Quirk's Marketing Research Media*)

"In this brave new world, companies are pulled in two directions - do they make money from the vast quantities of data they are able to gain from interactions with their customers, or focus on preserving the intangible benefits of goodwill and positive brand orientation by respecting customers' autonomy and privacy preferences? Colin Strong's *Humanizing Big Data* marches into this minefield with cogent analysis and thoughtful advice for management and marketing about the new breed of information-aware consumer."

(Dr. Kieron O'Hara, Senior Research Fellow *University of Southampton*)

"This deeply thoughtful book from a vastly experienced marketer is a mature and wise reflection on the journey we have already begun, where it's leading, and how we might wish to shape the future of our customer relationships in the interests of all of us. It helps that it's addictively readable and commendably concise. For a small read on big data, start here."

(Hugh Wilson, Professor of Strategic Marketing *Cranfield School of Management*)

"Colin Strong puts forward a compelling case that data can only take us so far; that what we do with data, and what data does to us, is a crucial, emerging piece of this important conversation around what's next for marketing. I thoroughly recommend Strong's book to all those who have a desire to glimpse what a smarter, wiser and more informed digital marketing world may look like."

(Dr. Guy Champniss, Professor of Marketing and Consumer Behavior *University of Reading*)

"[A] practical guide to the new marketing opportunities created by big data - but also to its perils, pitfalls and limitations. Strong is an experienced and accomplished consumer researcher able to steer a path between the techies' hype and the skeptics' underestimation of the potential. He aims to 'humanize' big data by showing how analytics need to be combined with marketers' understanding of customers as real people as well as with an implicit or explicit conceptual framework, ideally grounded in solid behavioral insights."

(Patrick Barwise, Professor of Management and Marketing *London Business School*)

"Manages to take the reader gently by the hand and give them an informed introduction to the world of big data, showing them how it can be utilized in business through a marketing-led perspective. Despite this being a very complex, inter-connected subject, this is a fairly light, open and jargon-free read. A pleasurable, thought-provoking book."

(Darren Ingram *Darren Ingram Media*)

"This book takes the user through an introduction of big data and how marketers (and others) can use many different types of data to better understand their customer base, their marketing efforts and their business. The author does a very good job describing how the reader could use existing data combined with other data gathered from social media and user-generated content. I strongly suggest this book for anyone looking to learn more about big data."

(Eric D. Brown *EricBrown.com*)

About the Author

Colin Strong is a leading consumer researcher who has worked with a wide range of global brands to help shape their consumer strategies. He uses consumer data to drive insight that was once the preserve of surveys, and to advise on ways to shape new consumer brand relationships. Behavioral science runs throughout his research practice, not only to design experimental approaches, but also to guide data analytics. Currently, he is Managing Director of Verve Ventures, a research consulting firm. He is also a regular speaker at conferences and a contributor to publications including The Huffington Post, Wired, Medialine, AdMap and Market Leader.

Users Review

From reader reviews:

Michael Bennett:

The reserve with title Humanizing Big Data: Marketing at the Meeting of Data, Social Science and Consumer Insight contains a lot of information that you can study it. You can get a lot of gain after read this book. This book exist new understanding the information that exist in this publication represented the condition of the world currently. That is important to you to learn how the improvement of the world. This specific book will bring you with new era of the globalization. You can read the e-book in your smart phone, so you can read that anywhere you want.

Christine Pena:

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