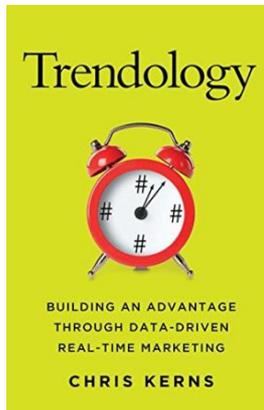


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## TRENDOLOGY: BUILDING AN ADVANTAGE THROUGH DATA-DRIVEN REAL-TIME MARKETING



Palgrave Macmillan. Hardback. Book Condition: new. BRAND NEW, Trendology: Building an Advantage Through Data-Driven Real-Time Marketing, Chris Kerns, Should an airline be talking about the royal baby? What's a candy bar doing Tweeting about a soccer match? Since when does laundry detergent weigh in on TV shows? Those conversations seem crazy, right? They're mismatched, they're nonsense.and they are working. In today's ongoing battle for consumer attention, brands have been using a new strategy called real-time marketing to engage their audience...

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- Authored by Chris Kerns
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