

# Ask, Measure, Learn: Using Social Media Analytics To Understand And Influence Customer Behavior By Lutz Finger;Soumitra Dutta

By Lutz Finger;Soumitra Dutta

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Scholarly Books. Finger, Lutz; Dutta, Soumitra, 2014, Ask, Measure, Learn: Using Social Media Analytics to Understand and Influence Customer Behavior, O'Reilly Media.

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Director of Data Analytics Lutz Finger. Dean Soumitra Dutta of Ask, Measure, Learn: Using Social Media Analytics to Understand and Influence Customer Behavior

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