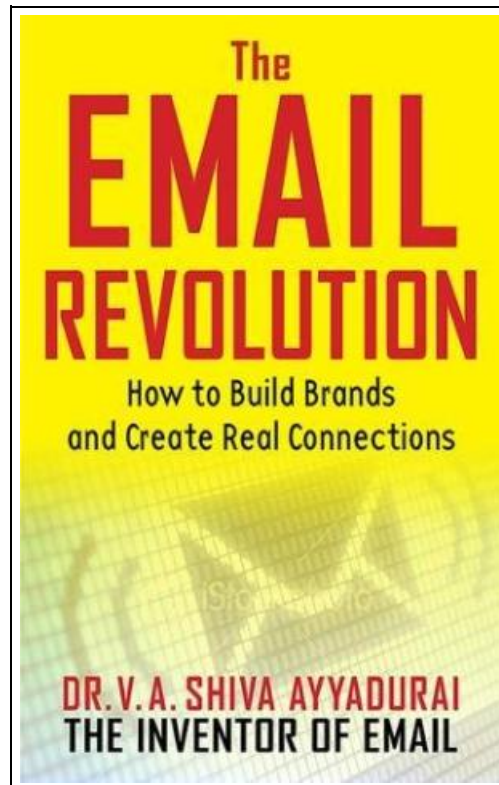


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Skyhorse Publishing, United States, 2013. Hardback. Condition: New. Language: English . Brand New Book. In 1978, fourteen-year-old technology prodigy V. A. Shiva Ayyadurai invented email. From there, he would go on to manage email for the Clinton administration and create email-sorting software that would be used by some of the largest companies in the world, including Nike, ATT, Toyota, and JC Penny. He discovered that incoming emails offered countless opportunities to mine data and solidify relationships with citizens and customers- opportunities of which organizations everywhere were failing to take advantage. Through a series of case studies, this fascinating book demonstrates how organizations of all types and sizes can realize the infinite potential of email to strengthen their brands and reach their audiences in incredibly creative ways. From facilitating more effective and courteous customer service to mining useful information about their clients, from averting disaster by catching product defects early to understanding and managing their public image, companies will discover new and innovative uses for the contents of their inboxes. Don t miss another opportunity to connect with your clients. Let one of the great innovators of our time show you how to transform your email account into a goldmine.



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