

# 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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The book Ask Measure Learn is a comprehensive guide on understanding big data and social media analytics benefits managers and data scientists alike.  
<http://www.lutzfinger.com/>

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Soumitra Dutta is the author of The Global Information Technology Report 2005-2006 (4.00 avg rating, 6 ratings, 0 reviews, published 2006),

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