

The Insight Discipline

Crafting New Marketplace Understanding that Makes a Difference

American Marketing Association

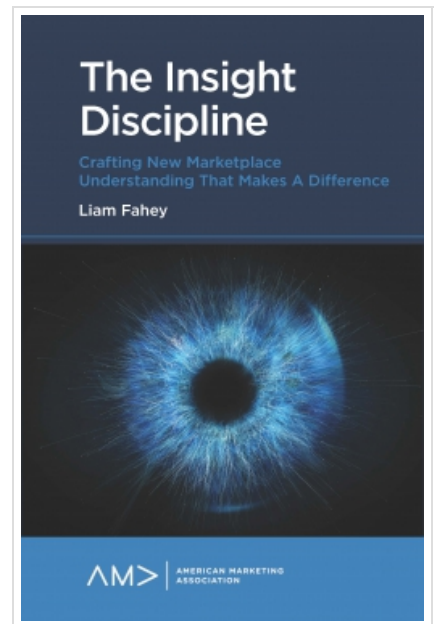
Liam Fahey

About the Book

In this re-published book *The Insight Discipline: Crafting New Marketplace Understanding That Makes a Difference*, Liam Fahey details the analysis methods and modes of deliberations required to overcome data challenges and create an insight-driven culture. He lays out the business case for why leaders must emphasize the goal of attaining new insight if they want to gain maximum value from analysis.

The Insight Discipline provides you with a comprehensive guide to what it takes to craft marketplace insight that extends beyond the typical analysis findings. Plus, you'll see how to use new insight to influence thinking, decisions and action at any organizational level.

This book forms part of the American Marketing Association (AMA) Leadership series: 7 Big Problems of Marketing.



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