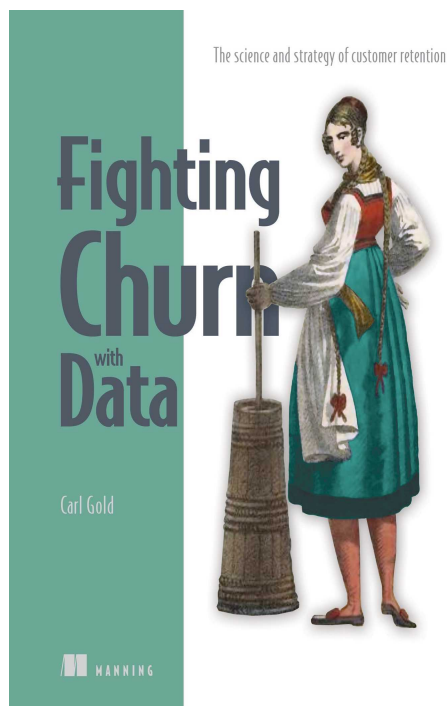


# Obtenir un livre electronique Fighting Churn with Data: The science and strategy of customer retention

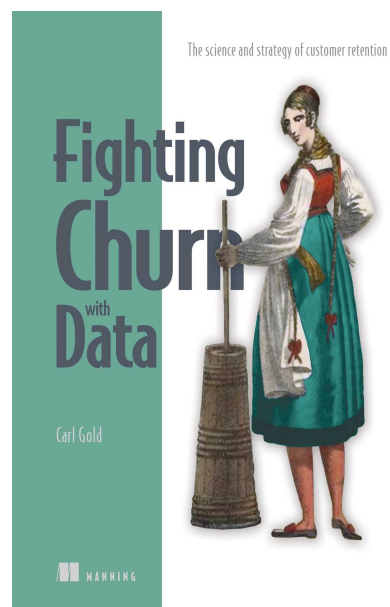
By Carl S. Gold



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This hands-on guide is packed with techniques for converting raw data into measurable metrics, testing hypotheses, and presenting findings that are easily understandable to non-technical decision makers. The beating heart of any product or service business is returning clients. Don't let your hard-won customers vanish, taking their money with them. In *Fighting Churn with Data* you'll learn powerful data-driven techniques to maximize customer retention and minimize actions that cause them to stop engaging or unsubscribe altogether. Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications.

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