DESCRIPTION

Developed from the authors’ experience working with firms seeking to build better business intelligence, *The Customer Information Wars* is concerned with who will own and control information about customers and who will develop the best skills and capabilities to exploit it for competitive advantage. At its core, it attempts to explain why the "age of information" has failed to live up to its own hype of specialization, personalization over homogenization, and consistently satisfying customers.

ABOUT THE AUTHOR

Seán Kelly is an author, lecturer, software engineer and international business consultant who has founded a number of separate businesses in the field of customer intelligence and information exploitation. Seán was formerly head of the European business intelligence division of Sybase Inc. and was a founder of the prestigious Data Warehouse network. His groundbreaking book *Data Warehousing: The route to mass customization*, published by Wiley in the early 1990s, was a major influence on the tide of business intelligence investment that occurred in the following decade. Seán is now involved in a new enterprise, based in Ireland, that is devoted to customer segmentation and profiling solutions.