



Blue Goldfish: Using Technology, Data, and Analytics to Drive Both Profits and Prophets

Stan Phelps, Evan Carroll

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A blue goldfish is any time a business leverages technology, data, and analytics to do a "little something extra" to improve the experience for the customer. The book is based on a collection of over 300 case studies. It examines the three R's: Relationship, Responsiveness, and Readiness. Blue Goldfish also uncovers eight different ways to turn insights into action. Are you ready to use info-sense to win profits and prophets? What's your Blue Goldfish?

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