



# Data-Driven Print: Strategy and Implementation (Printing Industry Center)

*Patricia Sorce*

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## **Data-Driven Print: Strategy and Implementation (Printing Industry Center)** Patricia Sorce

Patricia Sorce is the administrative chair of the Rochester Institute of Technology School of Print Media and co-director of the RIT Printing Industry Center. Michael Pletka is manager of Customer Business Development at the Xerox Production Systems Group. *Data-Driven Print* is their answer to the question of how to overcome the strategic and operational barriers that have impeded growth in this media form by leveraging digital printing technology to deliver customized printed communications. This book, the second volume in the Printing Industry Center Series, documents the current use of personalization and custom communication while identifying the best practices, best prospects, and associated business models for delivering value to printing clients.

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