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 BUSINESS



WITH
SANJOG AUL

CIO Talk Network
Wednesday at 7 AM Pacific
October 4th 2017: Customer Lifetime Value
driven IT

If you don't know what a customer is worth, you don't know what you should spend to get or keep one. How can IT be re-engineered and run with core focus on maximizing Customer Lifetime Value? Guest: Ruth Bolton, Professor of Marketing at the W.P. Carey School of Business, Arizona State University Guest Bio: <https://www.ciotalknetwork.com/contributor/ruth-bolton/> More on this Episode: <https://www.ciotalknetwork.com/customer-lifetime-value-driven-it/> Visit CIO Talk Network Website: <https://www.ciotalknetwork.com/> Subscribe to our Newsletter: <https://www.ciotalknetwork.com/subscribe/> Nomina

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