

# **Freemium Economics: Leveraging Analytics And User Segmentation To Drive Revenue (The Savvy Manager's Guides) By Eric Benjamin Seufert**

**By Eric Benjamin Seufert**

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Freemium Economics presents a practical, Leveraging Analytics and User Segmentation to Drive Revenue. Eric Benjamin Seufert .

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Bob Bryla, OCP, is an Oracle 8, 8i, 9i, 10g, and 11g Certified Professional with more than 15 years of experience in database design, database application development

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