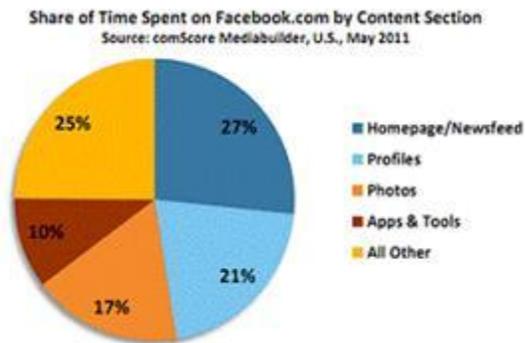


Our value proposal lies in "business value focus" and "end-to-end" implementation insight.

[PDF Version](#)

Facebook's new analytics reminds businesses to engage Fans

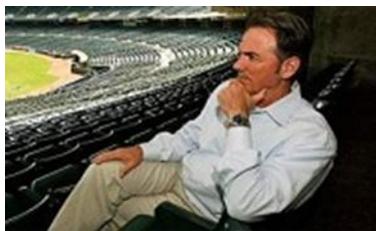
Mashable.com



In the past several years, businesses large and small have come to realize the positive impact of engaging their brand-loyal public and — more importantly — potential customers, via Facebook Pages. While fan pages are typically seen as a destination for users to remain privy to brand news, a recent comScore report shows that a Page is really just the place where content resides, as fans are 40 to 150 times more likely to consume branded material in their news feeds than on the actual fan page itself. This discovery led to ... [continue](#)

Billy Beane leaves Moneyball behind to refocus on statistical truths

The Guardian



Next Wednesday at the Tokyo Dome in Japan the Oakland Athletics will officially launch the 2012 Major League Baseball season, and at the same time mark the 10th anniversary of the

moment a journalist called Michael Lewis turned up at the club to research what was supposed to be a newspaper article about their general manager. Lewis found the subject unexpectedly interesting, and the article became a book, which became a phenomenon: Moneyball sold a million copies and spawned a film, in which Brad Pitt's portrayal of the central character earned him an Oscar nomination. [continue](#)

What does "Crede" mean?

Wiktionary defines Crede as the 'Second-person singular present active imperative of "crēdō"'. In short, it means "believe!" in Latin. The Latin word is associated with english words of credibility, belief and creed.

Social media and the value of customer network analytics

Crede Consulting – Sami Bilal



Social media presence is the current hot topic. Everybody says it's important. But what should the 'social media strategy' achieve? Consider this situation 15 years ago: The 'web' was the hot topic. Every

company had to have a website, no matter the reason. You built the web site expecting... what was it exactly? For most brick & mortar companies if you did not do sales or service online, websites had a budget because 'websites were hot'. The only apparent function was to be an online company brochure.

Today's Facebook sites and Twitter accounts are not very different. Think about it – what is your social media budget supposed to achieve? Can you measure it by any other yardstick than 'likes' and 'retweets'? Well, something is different: Putting up your contact information and talking about your products or campaigns are not adding much value anymore. You probably already did that on your website, where it is likely to get more attention. *Social media is not just a broadcast medium like TV – it should not be handled like one*

The problem behind 'social media' is foremost about management perception: Many managers still perceive social media as the new broadcast platform, not as the space ... [continue](#)

About Us

Crede is a management consulting company delivering solutions on marketing, risk analytics and data mining. Crede has an end-to-end approach which aims to deliver its proposed solutions by playing an active role in the implementation phase.

Please visit www.crede.com.tr for further details.