John Wayne Is Big Data

Born

Marion Robert Morrison

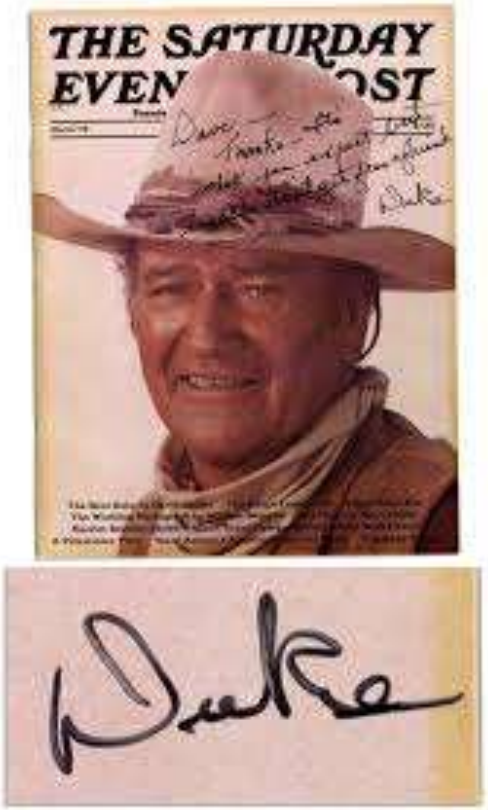
Changed to Marion Mitchell Morrison

Oops

John Wayne Macy

Later known as

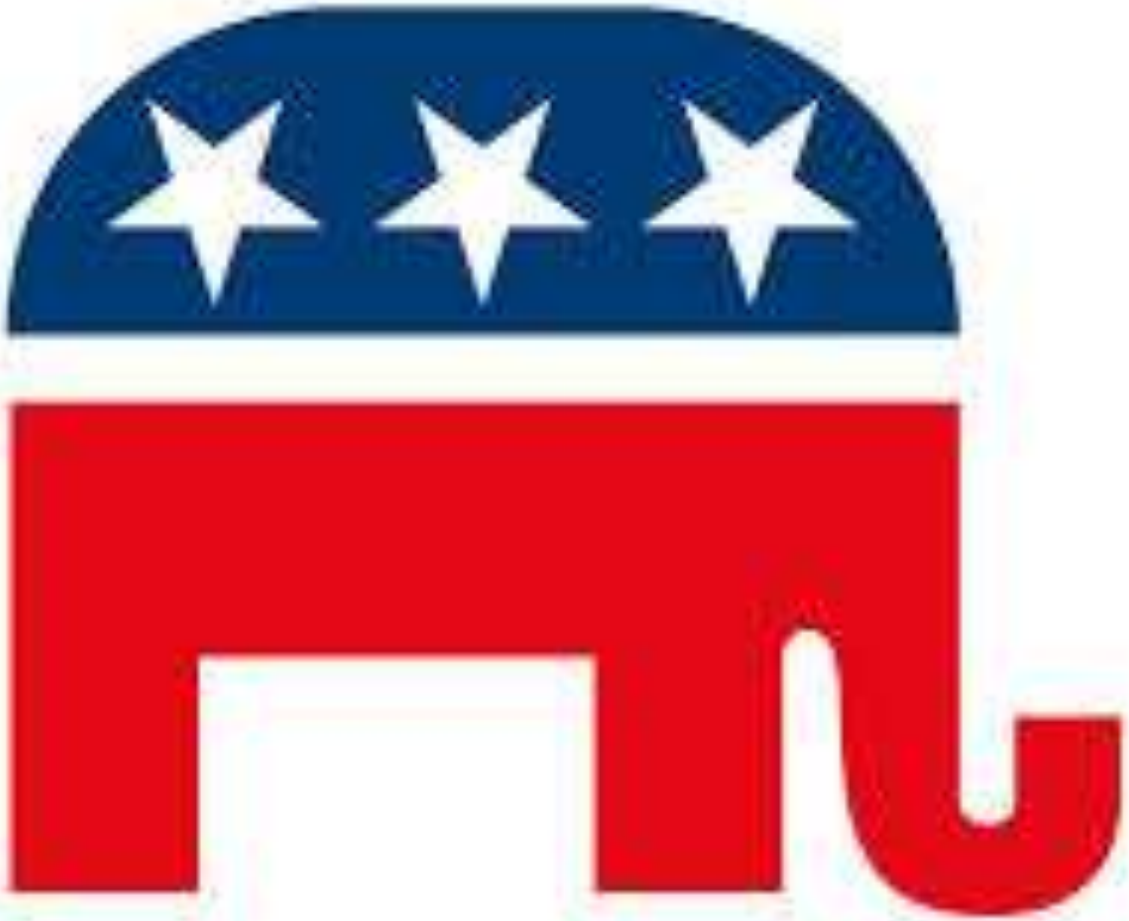
Duke



And has 1.3 Million Friends On Facebook

And a Web Site

Using Marketing Analytics we can Predict the Interests of Duke's Friends



THE GREATEST CHAPTER IN THE GLORIOUS HISTORY OF THE UNITED STATES CAVALRY!

HERBERT J. YATES presents

John Ford's

RIO GRANDE

JOHN WAYNE

MAUREEN O'HARA

BEN JOHNSON
CLAUDE JARMAN, Jr.
HARRY CAREY, Jr.
CHILL WILLS
J. CARROL NAISH
VICTOR McLAGLEN
GRANT WITHERS
SONS OF THE PIONEERS

JOHN FORD

A REPUBLIC PICTURE

And serve up offers they want ~

When they want,

Where they want

And How they want

His & Hers
COWBOY BOOTS TO FIT
THEIR OWN LITTLE STYLE
SHOP BOOTS

"Life 's tough. It 's even tougher if you 're stupid."

John Wayne

Big Data & Analytics: Taking the Stupid out of Marketing

So who is Protecting

YOUR

Data?

Thank You