In 2011, I was invited to give a talk in Ljubljana about my work related to understanding the relationship between mind and body. It was my first trip to Croatia/Slovenia region and the innovation and start-up community that was emerging there surprised me. It was during that trip and at my talk that I met the authors of this book.

My talk centered on the new opportunities arising from the convergence between science and the humanities. How we process our past experiences has a direct impact on our worldview, how we interrelate, and the conscious decisions that we make. This book represents a commercial application of these ideas.

Interactive media and the Internet enable new methods for understanding human behavior. Understanding the target audience’s behavior is essential to creating successful online services. By observing how users respond to media stimuli delivered through the Internet, the delivery of more effective, personalized experiences may become automated and dynamically optimized based upon specific metrics. There are tremendous implications for online services such as e-commerce, education, and relationship management as more of these services go digital and engagements are quantified and collected in real-time. The authors apply these techniques toward reducing churn and thereby improving effectiveness and customer retention.

This well researched book provides a theory-to-practice primer to this exciting new field written by three PhD researchers with strong commercial experience and expertise. I am both delighted and honored to be asked to write this foreward and wish the authors and you, the reader, every success in your endeavors. I would personally recommend this book to all researches and practitioners, but also students dealing with market and especially churn management.

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Gino Yu received his BS and PhD at the University of California at Berkeley in 1987 and 1993 respectively. After receiving his PhD, he taught at the University of Southern California and worked to establish multimedia initiatives including the Integrated Media Systems Center. From 1995 to 1997, he taught at the Hong Kong University of Science and Technology where he helped to establish the Center for Enhanced Learning Technologies. In 1999, he established the Multimedia Innovation Centre (http://www.mic.polyu.edu.hk) at the Hong Kong Polytechnic University (PolyU), a leading edge think tank and research center on digital entertainment. He is currently an Associate Professor and Director of Digital Entertainment and Game Development in the School of Design at PolyU where he founded M-Lab (http://www.m-lab.hk), a commercial digital entertainment entity that provides consulting, research, instruction and new ideas for the industry. His main research interests involve the application of media technologies to cultivate creativity and promote enlightened consciousness. Gino Yu also founded the Hong Kong Digital Entertainment Association, and Asia Consciousness Festival. He also curates TEDxHongKong.