

BUILDING MODELS FOR MARKETING DECISIONS

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ISQM INTERNATIONAL SERIES
IN QUANTITATIVE MARKETING

Building Models For Marketing Decisions International Series In Quantitative Marketing

SJ Ball



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Naert, 2013-06-29 This book is about marketing models and the process of model building Our primary focus is on models that can be used by managers to support marketing decisions It has long been known that simple models usually outperform judgments in predicting outcomes in a wide variety of contexts For example models of judgments tend to provide better forecasts of the outcomes than the judgments themselves because the model eliminates the noise in judgments And since judgments never fully reflect the complexities of the many forces that influence outcomes it is easy to see why models of actual outcomes should be very attractive to marketing decision makers Thus appropriately constructed models can provide insights about structural relations between marketing variables Since models explicate the relations both the process of model building and the model that ultimately results can improve the quality of marketing decisions Managers often use rules of thumb for decisions For example a brand manager will have defined a specific set of alternative brands as the competitive set within a product category Usually this set is based on perceived similarities in brand characteristics advertising messages etc If a new marketing initiative occurs for one of the other brands the brand manager will have a strong inclination to react The reaction is partly based on the manager's desire to maintain some competitive parity in the marketing variables

Building Models for Marketing Decisions P. S. H. Leeflang, 2000-02-29 With advances in information technology and expertise in modeling IRI introduced model based services in the US that explain and predict essential parts of the marketplace ACNielsen followed and marketing researchers have been developing increasingly valid useful and relevant models of marketplace behavior ever since Models that provide information about the sensitivity of market behavior to marketing activities such as advertising pricing promotions and distribution are now routinely used by managers for the identification of changes in marketing programs that can improve brand performances Building Models for Marketing Decisions Second Edition describes up dated marketing models that managers can use as an aid in decision making

Building Models for Marketing Decisions Peter Leeflang, Dick R. Wittink, Michel Wedel, Philippe A. Naert, 2011-10-08

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Models in Marketing Research Philip Hans Franses, Richard Paap, 2001-08-09 Advances in data collection and data storage techniques have enabled marketing researchers to study the individual characteristics of a large range of transactions and purchases in particular the effects of household specific characteristics This 2001 book presents important and practically relevant quantitative models for marketing research Each model is presented in detail with a self contained discussion which includes a demonstration of the mechanics of the model empirical analysis real world examples and interpretation of results and findings The reader of the book will learn how to apply the techniques as well as understand the methodological developments in the academic literature Pathways are offered in the book for students and practitioners with differing numerical skill levels a basic knowledge of elementary numerical techniques is assumed *Econometric Models in Marketing* P.H. Franses, A.L. Montgomery, 2002-02-28 Contains twelve papers discussing the interface between Marketing and Econometrics The papers in this work are representative of the types of problems and methods that are used within the field of marketing

Market Response Models Dominique M. Hanssens, Leonard J. Parsons, Randall L. Schultz, 2005-12-19 From 1976 to the beginning of the millennium covering the quarter century life span of this book and its predecessor something remarkable has happened to market response research it has become practice Academics who teach in professional fields like we do dream of such things Imagine the satisfaction of knowing that your work has been incorporated into the decision making routine of brand managers that category management relies on techniques you developed that marketing management believes in something you struggled to establish in their minds It's not just us that we are talking about This pride must be shared by all of the researchers who pioneered the simple concept that the determinants of sales could be found if someone just looked for them Of course economists had always studied demand But the project of extending demand analysis would fall to marketing researchers now called marketing scientists for good reason who saw that in reality the marketing mix was more than price it was advertising sales force effort distribution promotion and every other decision variable that potentially affected sales The bibliography of this book supports the notion that the academic research in marketing led the way The journey was difficult sometimes halting but ultimately market response research advanced and then insinuated itself into the fabric of modern management Market-Driven Management Jean-Jacques Lambin, Isabelle Schuiling, 2012-07-19 Market Driven Management adopts a broad approach to marketing integrating the strategic and operational elements of the discipline Lambin's unique approach reflects how marketing operates empirically as both a business philosophy and an action oriented process Motivated by the increased complexity of markets globalisation

deregulation and the development of e commerce the author challenges the traditional concept of the 4Ps and the functional roles of marketing departments focusing instead on the concept of market orientation The book considers all of the key market stakeholders arguing that developing market relations and enhancing customer value is the responsibility of every member of the organization and that the development of this customer value is the only way for a firm to achieve profit and growth New to this edition Greater coverage of ethical issues and corporate social responsibility cultural diversity value and branding and the economic downturn Broad international perspective Thoroughly revised to reflect the latest academic thinking and research With its unique approach international cases and complementary online resources this book is ideal for postgraduate and upper level undergraduate students of marketing and for MBAs and Executive MBAs **Dynamic Models**

of Advertising Competition Gary M. Erickson, 2012-12-06 I am gratified that there is sufficient interest in the subject matter so as to support the offering of a second edition of this monograph The of differential games dynamic interpretation and game theoretic foundation form a powerful and vital methodology for helping us study and understand marketing competition This second edition offers a blend of what proved to be successful with the first edition and new material The first two chapters reviewing empirical and modeling research have been updated to include contributions in the last decade that have advanced the area I have not changed the essential content in the duopoly analyses in chapters 3 4 and 5 A notable addition to the present edition are the new chapters 6 7 and 8 which offer analysis of three triopoly models In the final chapter I offer my summary view of the area and hope for continued contributions I want to express my appreciation for the support of Josh Eliashberg editor of the International Series in Quantitative Marketing as well as Zachary Rolnik Director and David Cella Publishing Editor of Kluwer Their encouragement has provided crucial motivation in this endeavor Marketing

Management Support Systems Berend Wierenga, Gerrit van Bruggen, 2012-12-06 Marketing management support systems are designed to make marketing managers more effective decision makers in this electronic era Developments in information technology have caused a marketing data explosion but have also provided a powerful set of tools that can transform this data into applicable marketing knowledge Consequently companies are making major investments in such marketing decision aids This book is the first comprehensive systematic textbook on marketing management support systems The basic issue is the question of how to determine the most effective type of support for a given marketing decision maker in a particular decision situation The book takes a demand oriented approach Decision aids for marketing managers can only be effective if they match with the thinking and reasoning process of the decision makers who use them Consequently the important questions addressed in this book are how do marketing managers make decisions how can marketing management support systems help to overcome several cognitive limitations of human decision makers and what is the most appropriate type of management support system for assisting the problem solving methods employed by a marketing decision maker

New-Product Diffusion Models Vijay Mahajan, Eitan Muller, Yoram Wind, 2000-09-30 Product sales especially for new

products are influenced by many factors. These factors are both internal and external to the selling organization and are both controllable and uncontrollable. Due to the enormous complexity of such factors, it is not surprising that product failure rates are relatively high. Indeed, new product failure rates have variously been reported as between 40 and 90 percent. Despite this multitude of factors, marketing researchers have not been deterred from developing and designing techniques to predict or explain the levels of new product sales over time. The proliferation of the internet, the necessity of developing a road map to plan the launch and exit times of various generations of a product, and the shortening of product life cycles are challenging firms to investigate market penetration or innovation diffusion models. These models not only provide information on new product sales over time but also provide insight on the speed with which a new product is being accepted by various buying groups such as those identified as innovators, early adopters, early majority, late majority, and laggards. New Product Diffusion Models aims to distill, synthesize, and integrate the best thinking that is currently available on the theory and practice of new product diffusion models. This state-of-the-art assessment includes contributions by individuals who have been at the forefront of developing and applying these models in industry. The book's twelve chapters are written by a combined total of thirty-two experts who together represent twenty-five different universities and other organizations in Australia, Europe, Hong Kong, Israel, and the United States. The book will be useful for researchers and students in marketing and technological forecasting, as well as those in other allied disciplines who study relevant aspects of innovation diffusion. Practitioners in high-tech and consumer durable industries should also gain new insights from New Product Diffusion Models. The book is divided into five parts: I Overview, II Strategic Global and Digital Environments for Diffusion Analysis, III Diffusion Models, IV Estimation and V Applications and Software. The final section includes a PC-based software program developed by Gary L. Lilien and Arvind Rangaswamy (1998) to implement the Bass diffusion model. A case on high-definition television is included to illustrate the various features of the software. A free 15-day trial access period for the updated software can be downloaded from <http://www.mktgeng.com/diffusionbook>. Among the book's many highlights are chapters addressing the implications posed by the internet, globalization, and production policies upon diffusion of new products and technologies in the population.

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