

Applied Conjoint Analysis Springer

This book provides practical knowledge on different aspects of information and knowledge management in businesses. For enterprises/businesses those intend to remain prosperous and prolific, it is critically important to share best practices, ensure efficient information flow across company, capturing shared knowledge centrally, and communicate compliance rules, i.e. managing competently information in general. It enables faster and better decisions by helping employees' to build a strong expertise and by avoiding duplicated projects. Thus, the second volume of this series subtitle continues to explore different aspects of information and knowledge management as well as doing business with information. We survey further the key aspects of managerial implications of the informational business'. The novel methodologies and practices for the business information processing as well as application of mathematical models to the business analytics and efficient management are explained.

The authors have cleverly used exercises and their solutions to explore the concepts of multivariate data analysis. Broken down into three sections, this book has been structured to allow students in economics and finance to work their way through a well formulated exploration of this core topic. The first part of this book is devoted to graphical techniques. The second deals with multivariate random variables and presents the derivation of estimators and tests for various practical situations. The final section contains a wide variety of exercises in applied multivariate data analysis. A well-planned marketing orientation strategy that keeps customers informed is the first step to building a long-term relationship with customers and providing them with appropriate incentives. The difficulty with providing a winning strategy in a highly competitive market, however, stems from responding to the specific needs of the customers. Customer Satisfaction and Sustainability Initiatives in the Fourth Industrial Revolution is an essential reference source that links together three highly relevant topics in the business of modern economy–innovation, customer satisfaction, and sustainability–and analyzes their contributions to business success. e-business, global business, and sustainable innovation, this book is ideally designed for business consultants, managers, customer service representatives, entrepreneurs, academicians, researchers, and students seeking coverage on directing sustainable companies. The volume presents new developments in data analysis and classification and gives an overview of the state of the art in these scientific fields and relevant applications. Areas that receive considerable attention in the book are clustering, discrimination, data analysis, and statistics, as well as applications in economics, biology, and medicine it provides recent technical and methodological developments and a large number of application papers demonstrating the usefulness of the newly developed techniques.

Handbook of Marketing Analytics

Business Statistics for Competitive Advantage with Excel 2016

Tools and Implementation with Excel

Methods in Consumer Research, Volume 1

Essentials of Pricing Analytics

Volume 2

XIII Balkan Conference on Operational Research

New products are the major driver of revenue growth in today's dynamic business environment. In this Handbook, the world's foremost experts on new product development bring together the latest thinking on this vitally important topic. These thought-leading authors organize knowledge into useful and insightful frameworks covering all aspects of new product development: companies, collaborators, customers, context, markets, and performance. Managers will benefit from the handbook by expanding their knowledge of new product development and researchers will learn about opportunities to continue expanding on this body of knowledge.

Prompted by an increasing number of mergers and acquisitions (M&As), Denise Dahlhoff investigates the role of marketing-related motives in M&As in the U.S. food industry.

This title is part of the Pearson Modern Classics series. Pearson Modern Classics are acclaimed titles at a value price. Please visit www.pearsonhigher.com/math-classics-series for a complete list of titles. For courses in Multivariate Statistics, Marketing Research, Intermediate Business Statistics, Statistics in Education, and graduate-level courses in Experimental Design and Statistics. Appropriate for experimental scientists in a variety of disciplines, this market-leading text offers a readable introduction to the statistical analysis of multivariate observations. Its primary goal is to impart the knowledge necessary to make proper interpretations and select appropriate techniques for analyzing multivariate data. Ideal for a junior/senior or graduate level course that explores the statistical methods for describing and analyzing multivariate data, the text assumes two or more statistics courses as a prerequisite.

Product lifetimes are critical for the circular economy, resource efficiency, waste reduction and low carbon strategies for sustainability, and are therefore of interest to academics from many different disciplines as well as original equipment manufacturers (OEMs) and other stakeholders. The challenges related to product lifetimes must be tackled from multiple perspectives, making the sharing of knowledge and expertise from different disciplines particularly important. This book presents papers from the second Product Lifetime and the Environment (PLATE) conference, held in Delft, the Netherlands, in November 2017. The conference originated from the desire to bring together academic researchers working in the field of sustainability to benefit from each other's knowledge and further advance the field. The book includes the 88 full papers delivered at the conference, grouped according to the following 7 conference themes: design for product longevity; product lifetime optimization; cultural perspectives on the throwaway society; circular economy and product lifetimes; business opportunities, economic implications and marketing strategies; consumer influences on product lifetimes; and policy, regulation and legislation. The book will be of interest to all those concerned with sustainable consumption, circular economy and resource efficiency.

Market Research

Conceptual and Methodological Foundations

Decision Sciences

Marketing-Related Motives in Mergers & Acquisitions

The History of Marketing Science

Use of Priors in Efficient Choice Designs and Their Application to Individual Preference Measurement

An Application-Oriented Introduction

The theme of this book is simple. The price – the number someone puts on a product to help consumers decide to buy that product – comes from data. Specifically, it comes from statistically modeling the data. This book gives the reader the statistical modeling tools needed to get the number to put on a product. But statistical modeling is not done in a vacuum. Economic and statistical principles and theory conjointly provide the background and framework for the models. Therefore, this book emphasizes two interlocking components of modeling: economic theory and statistical principles. The economic theory component is sufficient to provide understanding of the basic principles for pricing, especially about elasticities, which measure the effects of pricing on key business metrics. Elasticity estimation is the goal of statistical modeling, so attention is paid to the concept and implications of elasticities. The statistical modeling component is advanced and detailed coverage choice (conjoint, discrete choice, MaxDiff) and sales data modeling. Experimental design principles, model estimation approaches, and analysis methods are discussed and developed for choice models. Regression fundamentals have been developed for sales model specification and estimation and expanded for latent class analysis.

The application of conjoint analysis in the marketing discipline. It then provides a comparison of the two most popular methods for studying consumer preferences/choices, namely conjoint analysis and discrete choice experiments. Chapter 1 continues with a description of the context of discrete choice experiments. Subsequently, the research problems and the objectives of this dissertation are discussed. The chapter concludes with an outline of the organization of this dissertation. 1. Positioning of the Dissertation During this century, increasing globalization and technological progress has forced companies to undergo rapid and dramatic changes-for some a threat, for others it offers new opportunities. Companies have to survive in a Darwinian marketplace where the principle of natural selection applies. Marketplace success goes to those companies that are able to produce marketable value, i.e., products and services that others are willing to purchase (Kotler 1997). Every company must be engaged in new-product development to create the new products customers want because competitors will do their best to supply them. Besides offering competitive advantages, new products usually lead to sales growth and stability. As household incomes increase and consumers become more selective, firms need to know how consumers respond to different features and appeals. Successful products and services begin with a thorough understanding of consumer needs and wants. Stated otherwise, companies need to know about consumer preferences to manufacture tailor-made products, consumers are willing to buy.

Conjoint analysis is probably the most significant development in marketing research in the past few decades. It can be described as a set of techniques ideally suited to studying customers' decision-making processes and determining tradeoffs. Though this book is oriented towards methods and applications of conjoint analysis in marketing, conjoint methods are also applicable for other business disciplines. The application of conjoint analysis in the marketing discipline. It then provides a comparison of the two most popular methods for studying consumer preferences/choices, namely conjoint analysis and discrete choice experiments. Chapter 1 continues with a description of the context of discrete choice experiments. Subsequently, the research problems and the objectives of this dissertation are discussed. The chapter concludes with an outline of the organization of this dissertation. 1. Positioning of the Dissertation During this century, increasing globalization and technological progress has forced companies to undergo rapid and dramatic changes-for some a threat, for others it offers new opportunities. Companies have to survive in a Darwinian marketplace where the principle of natural selection applies. Marketplace success goes to those companies that are able to produce marketable value, i.e., products and services that others are willing to purchase (Kotler 1997). Every company must be engaged in new-product development to create the new products customers want because competitors will do their best to supply them. Besides offering competitive advantages, new products usually lead to sales growth and stability. As household incomes increase and consumers become more selective, firms need to know how consumers respond to different features and appeals. Successful products and services begin with a thorough understanding of consumer needs and wants. Stated otherwise, companies need to know about consumer preferences to manufacture tailor-made products, consumers are willing to buy.

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This handbook is an endeavour to cover many current, relevant, and essential topics related to decision sciences in a scientific manner. Using this handbook, graduate students, researchers, as well as practitioners from engineering, statistics, sociology, economics, etc. will find a new and refreshing paradigm shift as to how these topics can be put to use beneficially. Starting from the basics to advanced concepts, authors hope to make the readers well aware of the different theoretical and practical ideas, which are the focus of study in decision sciences nowadays. It includes an excellent bibliography/reference/journal list, information about a variety of datasets, illustrated pseudo-codes, and discussion of future trends in research. Covering topics ranging from optimization, networks and graphs, multi-objective optimization, inventory theory, statistical methods, artificial neural networks, time series analysis, simulation modeling, decision support system, data envelopment analysis, queuing theory, etc., this reference book is an attempt to make this area more meaningful for varied readers. Noteworthy features of this handbook are in-depth coverage of different topics, solved COVID-19's political challenges in Latin America

Handbook of Research on New Product Development

Interdisciplinary Perspectives

Handbook of Marketing Decision Models

Estimation of Willingness-to-Pay

The Process, Data, and Methods Using Stata

Market Segmentation

The revised Fourth Edition of this popular textbook is redesigned with Excel 2016 to encourage business students to develop competitive advantages for use in their future careers as decision makers. Students learn to build models using logic and experience, produce statistics using Excel 2016 with shortcuts, and translate results into implications for decision makers. The textbook features new examples and assignments on global markets, including cases featuring Chipotle and Costco. A number of examples focus on business in emerging global markets with particular emphasis on emerging markets in Latin America, China, and India. Results are linked to implications for decision making with sensitivity analyses to illustrate how alternate scenarios can be compared. The author emphasizes communicating results effectively in plain English and with screenshots and compelling graphics in the form of memos and PowerPoint. Chapters include screenshots to make it easy to conduct analyses in Excel 2016. PivotTables and PivotCharts, used frequently in business, are introduced from the start. The Fourth Edition features Monte Carlo simulation in four chapters, as a tool to illustrate the range of possible outcomes from decision makers' assumptions and underlying uncertainties. Model building with regression is presented as a process, adding levels of sophistication, with chapters on multicollinearity and remedies, forecasting and model validation, auto-correlation and remedies, indicator variables to represent segment differences, and seasonality, structural shifts or shocks in time series models. Special applications in market segmentation and portfolio analysis are offered, and an introduction to conjoint analysis is included. The book is motivated with examples of distinguishing or increasing marginal response.

The book begins by establishing an economic framework upon which to apply the principles of IPM. Then, it looks at the entomological applications of economics, specifically, economic analyses concerning chemical, biological, cultural, and genetic control tactics as well as host plant resistance and the cost of sampling. Lastly it evaluates whether the control provided by a traditional IPM system is sufficient, or if changes to the system design would yield greater benefits.

With the Price Estimation scene (PE scene) Christoph Breidert introduces a new method to estimate willingness-to-pay. It works as an additional interview scene appended to conjoint analysis and offers the respondents a dynamically generated sequence of product choices with assigned prices. The customers indicate whether they would actually purchase the presented product profiles.

Many managers and organizations still assume that employees who devote long hours to their jobs with no family interference are "ideal workers". However, this assumption has negative consequences for employees, their families and, more interestingly, for their organizations. This book provides a wealth of empirical evidence from around the globe, as well as innovative conceptual frameworks, to help practitioners and researchers alike to go beyond the classic notion of the "ideal worker" and to rethink what companies actually need from their employees. As it demonstrates, doing so will be beneficial for countless men and women, and for society at large.

New Approaches to Classic Methods

R for Marketing Research and Analytics

The New Ideal Worker

Discrete Choice Experiments in Marketing

Theory, Measurement, Application

Developments in Information & Knowledge Management for Business Applications

Smart Cities, Green Technologies, and Intelligent Transport Systems

Applied Conjoint AnalysisSpringer Science & Business Media

The range of Bayesian inference algorithms and their different applications has been greatly expanded since the first implementation of a Kalman filter by Stanley F. Schmidt for the Apollo program. Extended Kalman filters or particle filters are just some examples of these algorithms that have been extensively applied to logistics, medical services, search and rescue operations, or automotive safety, among others. This book takes a look at both theoretical foundations of Bayesian inference and practical implementations in different fields. It is intended as an introductory guide for the application of Bayesian inference in the fields of life sciences, engineering, and economics, as well as a source document of fundamentals for intermediate Bayesian readers.

The book covers all recent developments in Conjoint Analysis. Leading scientists present theory and applications of this technique. In short, the following models, techniques, and applications are discussed: normative models that maximize return, extension of choice-based conjoint simulations, latent class, hierarchical Bayes modelling, new choice simulators, normative models for representing competitive actions and reactions (based on game theory), applications in diverse areas, computation of monetary equivalents of part worth, share/return optimisation (including Pareto frontier analysis), coupling of conjoint analysis with the perceptual and preference mapping of choice simulator results.

This book is an easily accessible and comprehensive guide which helps make sound statistical decisions, perform analyses, and interpret the results quickly using Stata. It includes advanced coverage of ANOVA, factor, and cluster analyses in Stata, as well as essential regression and descriptive statistics. It is aimed at those wishing to know more about the process, data management, and most commonly used methods in market research using Stata. The book offers readers an overview of the entire market research process from asking market research questions to collecting and analyzing data by means of quantitative methods. It is engaging, hands-on, and includes many practical examples, tips, and suggestions that help readers apply and interpret quantitative methods, such as regression, factor, and cluster analysis. These methods help researchers provide companies with useful insights.

Multivariate Statistics:

Applied Multivariate Statistical Analysis (Classic Version)

Between Data Science and Applied Data Analysis

The Perspective of the U.S. Food Industry

Applied Conjoint Analysis

Customer Satisfaction and Sustainability Initiatives in the Fourth Industrial Revolution

Models and Advanced Quantitative Techniques for Product Pricing

Modern marketing techniques in industrialized countries cannot be implemented without segmentation of the potential market. Goods are no longer produced and sold without a significant consideration of customer needs combined with a recognition that these needs are heterogeneous. Since first emerging in the late 1950s, the concept of segmentation has been one of the most researched topics in the marketing literature. Segmentation has become a central topic to both the theory and practice of marketing, particularly in the recent development of finite mixture models to better identify market segments. This second edition of Market Segmentation updates and extends the integrated examination of segmentation theory and methodology begun in the first edition. A chapter on mixture model analysis of paired comparison data has been added, together with a new chapter on the pros and cons of the mixture model. The book starts with a framework for considering the various bases and methods available for conducting segmentation studies. The second section contains a more detailed discussion of the methodology for market segmentation, from traditional clustering algorithms to more recent developments in finite mixtures and latent class models. Three types of finite mixture models are discussed in this second section: simple mixtures, mixtures of regressions and mixtures of unfolding models. The third main section is devoted to special topics in market segmentation such as joint segmentation, segmentation using tailored interviewing and segmentation with structural equation models. The fourth part covers four major approaches to applied market segmentation: geo-demographic, lifestyle, response-based, and conjoint analysis. The final concluding section discusses directions for further research.

Marketing Science contributes significantly to the development and validation of analytical tools with a wide range of applications in business, public policy and litigation support. The Handbook of Marketing Analytics showcases the analytical methods used in marketing and their high-impact real-life applications. Fourteen chapters provide an overview of specific marketing analytic methods in some technical detail and 22 case studies present thorough examples of the use of each method in marketing management, public policy, and litigation support. All contributing authors are recognized authorities in their area of specialty.

This book is a complete introduction to the power of R for marketing research practitioners. The text describes statistical models from a conceptual point of view with a minimal amount of mathematics, presuming only an introductory knowledge of statistics. Hands-on chapters accelerate the learning curve by asking readers to interact with R from the beginning. Core topics include the R language, basic statistics, linear modeling, and data visualization, which is presented throughout as an integral part of analysis. Later chapters cover more advanced topics yet are intended to be approachable for all analysts. These sections examine logistic regression, customer segmentation, hierarchical linear modeling, market basket analysis, structural equation modeling, and conjoint analysis in R. The text uniquely presents Bayesian models with a minimally complex approach, demonstrating and explaining Bayesian methods alongside traditional analyses for analysis of variance, linear models, and metric and choice-based conjoint analysis. With its emphasis on data visualization, model assessment, and development of statistical intuition, this book provides guidance for any analyst looking to develop or improve skills in R for marketing applications.

Marketing models is a core component of the marketing discipline. The recent developments in marketing models have been incredibly fast with information technology (e.g., the Internet), online marketing (e-commerce) and customer relationship management (CRM) creating radical changes in the way companies interact with their customers. This has created completely new breeds of marketing models, but major progress has also taken place in existing types of marketing models. Handbook of Marketing Decision Models presents the state of the art in marketing decision models. The book deals with new modeling areas, such as customer relationship management, customer value and online marketing, as well as recent developments in other advertising, sales promotions, sales management, and competition are dealt with. New developments are in consumer decision models, models for return on marketing, marketing management support systems, and in special techniques such as time series and neural nets.

Conjoint Measurement

6th International Conference, SMARTGREENS 2017, and Third International Conference, VEHITS 2017, Porto, Portugal, April 22-24, 2017, Revised Selected Papers

Organizations Between Work-Life Balance, Gender and Leadership

Handbook of Business-to-Business Marketing

Exercises and Solutions

Bayesian Inference

Basics, Model Building, Simulation and Cases

This book offers a comprehensive reference guide to customer-oriented product design and intelligence. It provides readers with the necessary intelligent tools for designing customer-oriented products in contexts characterized by incomplete information or insufficient data, where classical approaches cannot be applied. The respective chapters, written by prominent researchers, explain a wide range of methods, including fuzzy QFD, fuzzy FMEA, the fuzzy Kano model, fuzzy axiomatic design, fuzzy heuristic-based design, conjoint analysis-based design, and many others. To foster reader comprehension, all chapters include relevant numerical examples or case studies. Taken together, they form an excellent reference guide for researchers, lecturers, and postgraduate students pursuing research on customer-oriented product design. Moreover, by extending all the main aspects of classical customer-oriented product design to its intelligent and fuzzy counterparts, the book presents a dynamic snapshot of the field that is expected to stimulate new directions, ideas, and developments.

This comprehensive edited volume is the first of its kind, designed to serve as a textbook for long-duration business analytics programs. It can also be used as a guide to the field by practitioners. The book has contributions from experts in top universities and industry. The editors have taken extreme care to ensure continuity across the chapters. The material is organized into three parts: A) Tools, B) Models and C) Applications. In Part A, the tools used by business analysts are described in detail. In Part B, these tools are applied to construct models used to solve business problems. Part C contains detailed applications in various functional areas of business and several case studies. Supporting material can be found in the appendices that develop the pre-requisites for the main text. Every chapter has a business orientation. Typically, each chapter begins with the description of business problems that are transformed into data questions; and methodology is developed to solve these questions. Data analysis is conducted using widely used software, the output and results are clearly explained at each stage of development. These are finally transformed into a business solution. The companion website provides examples, data sets and sample code for each chapter.

A game-changing approach to marketing by an experienced author, speaker and businessman Joseph B. Rivera. Joseph B. Rivera has first-hand experience in business. He has learned everything through hard work and perseverance, and has inspired quite a lot of entrepreneurs, businessmen, educators, therapists, and business in this modern era of commerce. For the first time, Joseph B. Rivera offers his years of experience and wisdom in this one compact, very accessible and enduring masterpiece. MARKETING ANALYTICS: CREATING CUSTOMER-CENTRIC CULTURE helps you to create a transformational culture toward excellence in your business. Whether you are an executive, businessman, business owner, investor, marketer, trainer, speaker or a student of marketing, you will be proud of what you will learn. When applied right, you will change the way products and services are designed, created and offered to the world. This book teaches you how to meaningfully connect emotionally and practically to your consumers. Remember, it is not just all about the money. Here, Joseph has put together his passion, insights, observation and experience to mentor you. ??How to understand the needs of the market. ??How to position your business. ??How to overcome competition. ??How to revolutionize your business. Learn the art or marketing analytics, and be a game changer.

Methods for Consumer Research, Volume One: New Approaches to Classic Methods brings together world leading experts in global consumer research who provide a fully comprehensive state-of-the-art coverage of advances in the classical methods of consumer science. The book touches on the latest developments in qualitative techniques, including coverage of both focus groups and social media, while also focusing on liking, a fundamental principle of consumer science, consumer segmentation, and the influence of extrinsic product characteristics, such as packaging and presentation on consumer liking. In conjunction with the second volume, which covers alternative approaches and special applications, this book is an invaluable reference for academics working in the fields of in-sensory and consumer science, psychology, marketing and nutrition. And, with examples of the methodology being applied throughout, it serves as a practical guide to research and development managers in both food and non-food companies. Presents a fully comprehensive coverage of the latest developments in the classical methodologies of consumer research Provides examples of successful application of the methodologies presented Includes focus groups and social media discussions Encompasses consumer segmentation, with a focus on psychographics and genetics

Methods and Applications in Marketing Management, Public Policy, and Litigation Support

Methods and Applications

Healthy at Work

PLATE: Product Lifetimes And the Environment

Applied Optimal Designs

Pricing Analytics

This book provides a broad introduction to the field of pricing as a tactical function in the daily operations of the firm and a toolbox for implementing and solving a wide range of pricing problems. Beyond the theoretical perspectives offered by most textbooks in the field, Essentials of Pricing Analytics supplements the concepts and models covered by demonstrating practical implementations using the highly accessible Excel software, analytical tools, real-life examples and global case studies. The book covers topics on fundamental pricing theory, break-even analysis, price sensitivity, empirical estimations of price-response functions, price optimisation, markdown optimisation, hedonic pricing, revenue management, the use of big data, simulation, and conjoint analysis in pricing decisions, and ethical and legal considerations. This is a uniquely accessible and practical text for advanced undergraduate, MBA and postgraduate students of pricing strategy, entrepreneurship and small business management. Pricing strategy, sales and operations, this is also important reading for practitioners looking for accessible methods to implement pricing strategy and maximise profits. Online resources include Excel templates and PowerPoint slides for each chapter.

The field of marketing science has a rich history of modeling marketing phenomena using the disciplines of economics, statistics, operations research, and other related fields. Since it is roughly 50 years from its origins, The History of Marketing Science is a timely review of the accomplishments of marketing scientists in a number of research areas. Different research areas of marketing science, such as Pricing, Internet Marketing, Diffusion Models, and Advertising, are treated to a highly readable and easy-to-digest historical analysis by the contributing authors. Each chapter provides a chronological timeline of key historical developments in the area of marketing science covered. Readers of other disciplinary backgrounds outside of economics, statistics, and operations research will be more than able to appreciate the development of marketing science as a field of research and its pioneers through the book. Contents:The History of Marketing Science: Beginnings (Scott A Neslin and Russell S Winer)Methods/Brand Choice Models (Gary J Russell)Conjoint Analysis (Vithala R Rao)Innovation Diffusion (Eitan Muller)Economic Models (Dominique M Hanssens)Market Structure Research (Steven M Shugan)Stochastic Models of Buyer Behavior (Peter S Fader, Bruce G S Hardie and Subrata Sen)Management/Advertising (Scott A Neslin)Brand Equity Models (Tulin Edem and Joffre Swait)Distribution Channels (Richard Staelin and Eunhyu Lee)Customer Relationship Management (CRM) (Scott A Neslin)Digital and Internet Marketing (Wendy W Moa and David A Schweidel)New Products Research (Donald R Lehmann and Peter N Golden)Organizational Buying Behavior (Gary L Lilien)Pricing (Russell S Winer)Sales Force Productivity Models (Murali K Mantrala)Sales Promotions (Kusum L Ailawadi and Sunil Gupta) Readership: Students of marketing science; researchers in the science of marketing; and general public interested in 50 years of marketing science history. Key Features: Provides a roadmap of the development of 16 areas of marketing science that is useful from a historical perspective and identifies the important gaps in the literature that can provide an impetus for future researchA great resource for the main consumers of the academic marketing research literature: doctoral students, faculty, and marketing science practitioners in consulting firms and companiesEmphasizes both the role and the importance that pioneers in marketing science have had in the rapid development of the field over the past 50 yearsKeywords:Marketing/Marketing Science;Marketing Models;Quantitative Analysis;History of Marketing

This book analyzes how COVID-19 impacted politics and how politics shaped the response to the pandemic in Latin America, the region which has become the epicenter of the global health crisis started in China. The volume brings together studies carried out in eight countries of the region – Argentina, Brazil, Chile, Colombia, Ecuador, Mexico, Nicaragua and Uruguay – and shows how the impacts and outcomes varied a lot across the region depending on the political processes under way in each country in the years preceding the pandemic and on the political responses adopted by each government to deal with the health crisis. The volume is divided into four parts, each one dedicated to a specific dimension of the relation between politics and COVID-19 in Latin America. The first part is dedicated to denialism, and presents three case studies of governments that denied the importance of the health crisis: Brazil, Mexico and Nicaragua. The second part takes Uruguay and Colombia as two opposite examples of successful and failed state action against COVID-19. The third part analyzes how social movements faced the pandemic in Brazil and Chile. Finally, the fourth part analyzes how public opinion reacted to political responses to COVID-19 in four countries: Argentina, Brazil, Ecuador and Mexico. COVID-19's Political Challenges in Latin America will be a valuable resource for political scientists, sociologists and other social scientists interested in understanding how the pandemic affected politics and how politics affected the fight against the biggest health crisis faced by humanity in the last hundred years.

The ability to predict consumer choice is a fundamental aspect to success for any business. In the context of artificial intelligence marketing, there are a wide array of predictive analytic techniques available to achieve this purpose, each with its own unique advantages and disadvantages. Artificial Intelligence Marketing and Predicting Consumer Choice serves to integrate these widely disparate approaches, and show the strengths, weaknesses, and best applications of each. It provides a bridge between the person who must apply or learn these problem-solving methods and the community of experts who do the actual analysis. It is also a practical and accessible book on the many remarkable advances that have been recently made in this fascinating field. Online resources include bonus chapters on AI, ensembles and neural nets, and finishing experiments, plus single and multiple product simulators.

Essentials of Business Analytics

An Overview of Tools and Techniques

Conference Proceedings of PLATE 2017, 8-10 November 2017, Delft, the Netherlands

Multivariate Analysis

The Economics of Integrated Pest Management of Insects

Intelligent and Fuzzy Techniques

This path-breaking Handbook is targeted primarily at marketing academics and graduate students who want a comprehensive overview of the academic state of the business-to-business marketing domain. It will also prove an invaluable resource for forward-thinking business-to-business practitioners who want to be aware of the current state of knowledge in their domains.

What are the current trends in housing? Is my planned project commercially viable? What should be my marketing and advertisement strategies? These are just some of the questions real estate agents, landlords and developers ask researchers to answer. But to find the answers, researchers are faced with a wide variety of methods that measure housing preferences and choices. To select and value a valid research method, one needs a well-structured overview of the methods that are used in housing preference and housing choice research. This comprehensive introduction to this field offers just such an overview. It discusses and compares numerous methods, detailing the potential limitation of each one, and it reaches beyond methodology, illustrating how thoughtful consideration of methods and techniques in research can help researchers and other professionals to deliver products and services that are more in line with residents' needs.

This book aims at exploring the link between corporate and organizational culture, public and private policies, leadership and managerial skills or attitudes, and the successful implementation of work-related healthcare in Europe. Therefore it brings together a wide range of empirical and theoretical contributions from occupational health, management, psychology, medicine, economics, and (organizational) sociology to address the question of how to sustainably promote occupational health. Such important questions are explored as: What aspects of a corporate culture can be associated with health issues? How does leadership style affect the health of employees? How are health-related decisions in the workplace affected by the political environment? To what extent are interventions influenced by corporate culture, leadership and politics? How can we make interventions sustainable?

This pre-dominant volume presents recent theoretical and practical advances in operational research (OR). The papers focus on a number of key areas including combinatorial optimization, integer programming, heuristics, and mathematical programming. In addition, this volume highlights OR applications in different areas such as financial decision making, marketing, e-business, project management, scheduling, traffic and transportation. The chapters are based on papers presented at the 13th Balkan Conference on Operations Research (BALCOR). BALCOR is an established biennial conference. The selected papers promote international collaboration among researchers and practitioners, with a particular focus on the Balkan countries.

Customer Oriented Product Design

Advances in Operational Research in the Balkans

Marketing Analytics: Creating Customer Centric Culture

An Introduction to the Methodology and its Applications

Artificial Intelligence Marketing and Predicting Consumer Choice

Proceedings of the 26th Annual Conference of the Gesellschaft für Klassifikation e.V., University of Mannheim, July 22–24, 2002

The Measurement and Analysis of Housing Preference and Choice

In this handbook, internationally renowned scholars outline the current state-of-the-art of quantitative and qualitative market research. They discuss focal approaches to market research and guide students and practitioners in their real-life applications. Aspects covered include topics on data-related issues, methods, and applications. Data-related topics comprise chapters on experimental design, survey research methods, international market research, panel data fusion, and endogeneity. Method-oriented chapters look at a wide variety of data analysis methods relevant for market research, including chapters on regression, structural equation modeling (SEM), conjoint analysis, and text analysis. Application chapters focus on specific topics relevant for market research such as customer satisfaction, customer retention modeling, return on marketing, and return on price promotions. Each chapter is written by an expert in the field. The presentation of the material seeks to improve the intuitive and technical understanding of the methods covered.

In the modern world of mobile applications, the expansion of e-services, self-services, and mobile communication constantly allows for new multidisciplinary developments in academia and industry. Optimizing Current Practices in E-Services and Mobile Applications is a critical scholarly resource that examines issues in the production management, delivery, and consumption of e-services. Featuring coverage on a broad range of topics, such as marketing, management, social media, and entrepreneurship, this book is an ideal resource for professionals, researchers, academicians, and industry consultants with an interest in the emergence of e-services.

This book constitutes the thoroughly refereed post-conference proceedings of the 5th International Conference on Smart Cities and Green ICT Systems, SMARTGREENS 2017, and the Third International Conference on Vehicle Technology and Intelligent Transport Systems, VEHITS 2017, held in Porto, Portugal in April 2017. The 8 full papers of SMARTGREENS 2017 presented were carefully reviewed and selected from 70 submissions. VEHITS 2017 received 77 paper submissions from which 9 papers were selected and published in this book. The papers reflect topics such as smart cities, energy-aware systems and technologies, sustainable computing and communications, sustainable transportation and smart mobility.

There is an increasing need to rein in the cost of scientific study without sacrificing accuracy in statistical inference. Optimal design is the judicious allocation of resources to achieve the objectives of studies using minimal cost via careful statistical planning. Researchers and practitioners in various fields of applied science are now beginning to realize the advantages and potential of optimal experimental design. Applied Optimal Designs is the first book to catalogue the application of optimal design to real problems, documenting its widespread use across disciplines as diverse as drug development, education and ground water modelling. Includes contributions covering: Bayesian design for measuring cerebral blood-flow optimal designs for biological models Computer adaptive testing Ground water modelling Epidemiological studies and pharmacological models Applied Optimal Designs bridges the gap between theory and practice, drawing together a selection of incisive articles from reputed collaborators. Broad in scope and inter-disciplinary in appeal, this book highlights the variety of opportunities available through the use of optimal design. The wide range of applications presented here should appeal to statisticians working with optimal designs, and to practitioners new to the theory and concepts involved.

