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As such, performance

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Marketing Analytics includes three new chapters on big data analytics, insights and panel regression, including how to collect, separate and analyze big data. All of the advanced tools and techniques for predictive analytics have been updated, translating models

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planning, design, and

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comprehensive

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*process of predicting
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details to demystify

how historical data

can be leveraged to

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settings, both online*

and brick-and-

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