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Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Chapter 1 -- Marketing Decision Models: Progress and Perspectives -- Introduction the Second Edition of the Handbook of Marketing Decision Models -- Berend Wierenga and Ralf van der Lans -- Chapter 2 -- Sales Promotion Models -- Harald van Heerde and Scott A. Neslin -- Chapter 3 -- Innovation and New Products Research -- A State-of-the-Art Review, Models for Managerial Decision Making, and Future Research Directions -- Tingting Fan, Peter N. Golder, and Donald R. Lehmann -- Chapter 4 -- Models for the Financial-Performance Effects of Marketing -- Dominique M. Hanssens and Marnik G. Dekimpe -- Chapter 5 -- Loyalty Programs: Current Insights, Research Challenges, and Emerging Trends -- Tammo H.A. Bijmolt and Peter C. Verhoef -- Chapter 6 -- Structural models in marketing: Consumer Demand and Search -- Pradeep K. Chintagunta -- Chapter 7 -- Economic Models of Choice -- Greg M. Allenby, Jaehwan Kim, and Peter E. Rossi -- Chapter 8 -- Empirical Models of Learning Dynamics: A Survey of Recent Developments -- Andrew T. Ching, Tülin Erdem, and Michael P. Keane -- Chapter 9 -- Measurement Models for Marketing Constructs --

Hans Baumgartner and Bert Weijters -- Chapter 10 -- Marketing Models for the Customer-Centric Firm -- Eva Ascarza, Peter S. Fader, and Bruce G. S. Hardie -- Chapter 11 -- Eye Movements during Search and Choice -- Ralf van der Lans and Michel Wedel -- Chapter 12 -- Business-Cycle Research in Marketing -- Barbara -- Deleersnyder and Marnik G. Dekimpe -- Chapter 13 -- Marketing Models for the Life Sciences Industry -- Vardan Avagyan , Vardit Landsman , and Stefan Stremersch -- Chapter 14 -- Marketing Models for Internet Advertising -- Randolph E. Bucklin and Paul R. Hoban -- Chapter 15 -- Advertising Effectiveness and Media Exposure -- Peter J Danaher -- Chapter 16 -- Social Media Analytics -- Wendy W. Moe, Oded Netzer, and David A. Schweidel -- Chapter 17 -- Integrating Social Networks into Marketing Decision Models -- Xi Chen, Ralf van der Lans and Michael Trusov -- Chapter 18 -- Morphing Theory and Applications -- Gui B. Liberali, John R. Hauser, and Glen L. Urban -- Biographies of Authors.

Sommario/riassunto

The Second Edition of this book presents the state of the art in this important field. Marketing decision models constitute a core component of the marketing discipline and the area is changing rapidly, not only due to fundamental advances in methodology and model building, but also because of the recent developments in information technology, the Internet and social media. This Handbook contains eighteen chapters that cover the most recent developments of marketing decision models in different domains of marketing. Compared to the previous edition, thirteen chapters are entirely new, while the remaining chapters represent complete updates and extensions of the previous edition. This new edition of the Handbook has chapters on models for substantive marketing problems, such as customer relationship management, customer loyalty management, website design, Internet advertising, social media, and social networks. In addition, it contains chapters on recent methodological developments that are gaining popularity in the area of marketing decision models, such as structural modeling, learning dynamics, choice modeling, eye-tracking and measurement. The introductory chapter discusses the main developments of the last decade and discusses perspectives for future developments.
