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**Nota di contenuto**     Advanced Methods for Modeling Markets -- Advanced Individual Demand Models -- Traditional Time Series -- State Space Models -- Spatial Models -- Structural Models -- Statistical Mediation Analysis – Modeling Competitive Responsiveness and Game Theoretic Models -- Diffusion and Adoption Models -- Structural Equation Modeling -- Partial Least Squares Path Modeling -- Mixture Models -- Hidden Markov Models in Marketing -- Generalized Method of Moments -- Bayesian Analysis -- Non and Semiparametric Regression Models -- Endogeneity in Market Models -- Machine Learning and Big Data -- The Future of Marketing Modeling.

**Sommario/riassunto**    This volume presents advanced techniques to modeling markets, with a wide spectrum of topics, including advanced individual demand models, time series analysis, state space models, spatial models, structural models, mediation, models that specify competition and diffusion models. It is intended as a follow-on and companion to Modeling Markets (2015), in which the authors presented the basics of modeling markets along the classical steps of the model building process: specification, data collection, estimation, validation and

implementation. This volume builds on the concepts presented in Modeling Markets with an emphasis on advanced methods that are used to specify, estimate and validate marketing models, including structural equation models, partial least squares, mixture models, and hidden Markov models, as well as generalized methods of moments, Bayesian analysis, non/semi-parametric estimation and endogeneity issues. Specific attention is given to big data. The market environment is changing rapidly and constantly. 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 performance. In todays environment of information overload, the challenge is to make sense of the data that is being provided globally, in real time, from thousands of sources. Although marketing models are now widely accepted, the quality of the marketing decisions is critically dependent upon the quality of the models on which those decisions are based. This volume provides an authoritative and comprehensive review, with each chapter including: · an introduction to the method/methodology · a numerical example/application in marketing · references to other marketing applications · suggestions about software. Featuring contributions from top authors in the field, this volume will explore current and future aspects of modeling markets, providing relevant and timely research and techniques to scientists, researchers, students, academics and practitioners in marketing, management and economics. .