1. Record Nr. UNINA9910462263603321

Autore	Grapentine Terry
Titolo	Applying scientific reasoning to the field of marketing [[electronic resource]] : make better decisions / / Terry Grapentine
Pubbl/distr/stampa	[New York, N.Y.] (222 East 46th Street, New York, NY 10017), : Business Expert Press, 2012
ISBN	1-283-89502-1 1-60649-368-X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (262 p.)
Collana	Marketing strategy collection, , 2150-9662
Disciplina	658.802
Soggetti	Marketing - Management Marketing - Decision making Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Part of: 2012 digital library.
Nota di bibliografia	Includes bibliographical references (p. 231-238) and index.
Nota di contenuto	A personal observation -- Acknowledgments -- Section 1. Laying the groundwork -- 1. Introduction -- 2. Epistemology and philosophy of science: why they are useful for marketing -- 3. Applying scientific reasoning to the field of marketing and business: the Dow Chemical story -- 4. Barriers to scientific reasoning -- 5. Worldviews: the lens that can distort reality -- Section 2. Thinking scientifically -- 6. An introduction to scientific reasoning -- 7. Attributes versus constructs -- 8. Causation -- 9. Coherence -- 10. Logic: deduction, induction, and inference to the best explanation -- 11. Arguments and logical fallacies -- Section 3. Developing theories -- 12. Theory -- 13. Creative thinking in theory development -- 14. Your journey -- 15. Additional readings -- Notes -- Bibliography -- Index.
Sommario/riassunto	Marketing decisions often misfire when driven more by beliefs than by knowledge. This book guides readers on how to differentiate between the two and to think more clearly and correctly when making those decisions, thereby increasing organizational success. The book is based on the fields of epistemology-- the study of how knowledge is created--and the philosophy of science--the study of what it means for a science to be called a science. The motivation behind the book is quite simple: Given that science is so successful, why shouldn't

marketers borrow thinking and reasoning skills from science and apply them to marketing? Indeed, why not? Section 1 lays the groundwork for learning how to apply scientific reasoning to the field of marketing. It covers some basic and important definitions ("What is a belief?" "What is knowledge?"), identifies barriers to scientific reasoning, and gives an example from The Dow Chemical Company about how this manufacturer uses critical thinking and reasoning skills to make more effective marketing and business decisions. Section 2 presents the necessary "thinking tools" you will need to apply scientific reasoning to solving your marketing problems. It introduces topics relating to attributes versus constructs, the meaning of causation, the relationship between coherence and justified beliefs, the importance of logic to sound reasoning, and the avoidance of logical fallacies in making sound recommendations. The book's final section focuses on the role that theory development plays in helping marketers transform mere "beliefs" into "knowledge." Additionally, there is a separate chapter on brainstorming that presents ideas on how marketers can use their brain power to create potentially useful insights into factors influencing customer behavior. The book concludes by giving readers direction to further improve their ability to apply scientific reasoning to solve marketing problems.

2.

Record Nr.	UNICAMPANIAVAN0211752
Autore	Schuld, Maria
Titolo	Supervised Learning with Quantum Computers / Maria Schuld, Francesco Petruccione
Pubbl/distr/stampa	Cham, : Springer, 2018
Titolo uniforme	Supervised Learning with Quantum Computers
Descrizione fisica	xiii, 297 p. : ill. ; 24 cm
Altri autori (Persone)	Petruccione, Francesco
Soggetti	81P68 - Quantum computation [MSC 2020] 68Qxx - Theory of computing [MSC 2020] 81-XX - Quantum theory [MSC 2020] 68T05 - Learning and adaptive systems in artificial intelligence [MSC 2020] 68Q12 - Quantum algorithms and complexity in the theory of computing [MSC 2020] 68Q32 - Computational learning theory [MSC 2020] 82C32 - Neural nets applied to problems in time-dependent statistical mechanics [MSC 2020]
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia