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Altri autori (Persone)	AllenbyGreg M <1956-> (Greg Martin)
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Nota di contenuto	pt. 1. Early Bob-- contributions to econometrics and marketing-- pt. 2. Statistical Bob-- contributions to statistical analysis in marketing -- pt. 3. Promotion Bob-- contributions to sales promotions -- pt. 4. Big Bob-- Contributions that were industry-changing.
Sommario/riassunto	Quantitative marketing as a discipline started around the mid 60's and has been dominated by only a handful of individuals. Robert Blattberg is one of them and has been a leader in setting a research agenda for this discipline. The collection of articles in this book along with commentary by some of his doctoral students is a magnificent testament to the genius of Robert Blattberg. The chapters in this book are organized into six parts. The first part, titled 'Early Bob', traces research which he completed during the first decade after he joined University of Chicago. The second part is titled