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Nota di contenuto	Contents; Preface; 1 John D. C. Little; I Marketing Science: Managerial Models; 2 Optimal Internet Media Selection; 3 Strategic Marketing Metrics to Guide Pathways to Growth; 4 Moving from Customer Lifetime Value to Customer Equity; 5 Deriving Customer Lifetime Value from RFM Measures; 6 Building and Using a Micromarketing Platform; 7 Dynamic Allocation of Pharmaceutical Detailing and Sampling for Long-Term Profitability; 8 Morphing Banner Advertising; II Marketing Science: Decision Information Models; 9 Disjunctions of Conjunctions, Cognitive Simplicity, and Consideration Sets 10 Decision Process Evolution in Customer Channel Choice 11 The Value of Social Dynamics in Online Product Ratings Forums; 12 Uninformative Advertising as an Invitation to Search; 13 Alleviating the Constant Stochastic Variance Assumption in Decision Research; III Little's Law-Current State; 14 Generalized Little's Law and an Asset Picking System to Model an Investment Portfolio; 15 Closing Statement; Contributors; Index
Sommario/riassunto	The legacy of a pioneer in operations research and marketing science.