

1. Record Nr.	UNINA9910807325103321
Autore	Lesaffre Emmanuel
Titolo	Bayesian biostatistics // Emmanuel Lesaffre, Andrew B. Lawson
Pubbl/distr/stampa	Chichester, West Sussex, : John Wiley & Sons, 2012
ISBN	1-118-31457-3 1-280-77255-7 9786613683328 1-118-31456-5 1-119-94241-1 1-119-94240-3
Edizione	[1st ed.]
Descrizione fisica	1 online resource (536 pages)
Collana	Statistics in practice
Altri autori (Persone)	LawsonAndrew (Andrew B.)
Disciplina	570.1/5195
Soggetti	Biometry - Methodology Bayesian statistical decision theory
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Basic concepts in Bayesian methods -- Bayes theorem -- Posterior summary measures -- More than one parameter -- The prior distribution -- Markov chain Monte Carlo -- Software -- Hierarchical models -- Model building and assessment -- Variable selection -- Bioassay -- Measurement error -- Survival analysis -- Longitudinal analysis -- Disease mapping & image analysis -- Final chapter -- Distributions.
Sommario/riassunto	The growth of biostatistics has been phenomenal in recent years and has been marked by considerable technical innovation in both methodology and computational practicality. One area that has experienced significant growth is Bayesian methods. The growing use of Bayesian methodology has taken place partly due to an increasing number of practitioners valuing the Bayesian paradigm as matching that of scientific discovery. In addition, computational advances have allowed for more complex models to be fitted routinely to realistic data sets. Through examples, exercises and a combination of introductory and more advanced chapters, this book provides an invaluable understanding of the complex world of biomedical statistics illustrated

via a diverse range of applications taken from epidemiology, exploratory clinical studies, health promotion studies, image analysis and clinical trials.

Key Features: Provides an authoritative account of Bayesian methodology, from its most basic elements to its practical implementation, with an emphasis on healthcare techniques. Contains introductory explanations of Bayesian principles common to all areas of application. Presents clear and concise examples in biostatistics applications such as clinical trials, longitudinal studies, bioassay, survival, image analysis and bioinformatics. Illustrated throughout with examples using software including WinBUGS, OpenBUGS, SAS and various dedicated R programs. Highlights the differences between the Bayesian and classical approaches. Supported by an accompanying website hosting free software and case study guides. Bayesian Biostatistics introduces the reader smoothly into the Bayesian statistical methods with chapters that gradually increase in level of complexity. Master students in biostatistics, applied statisticians and all researchers with a good background in classical statistics who have interest in Bayesian methods will find this book useful.

2. Record Nr.	UNINA9910556893103321
Autore	Ozuem Wilson <1974->
Titolo	Digital Marketing Strategies for Value Co-creation : Models and Approaches for Online Brand Communities // by Wilson Ozuem, Michelle Willis
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2022
ISBN	9783030944445 3030944441
Edizione	[1st ed. 2022.]
Descrizione fisica	1 online resource (259 pages)
Disciplina	658.827
Soggetti	Telemarketing Internet marketing Branding (Marketing) Digital Marketing Branding
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Chapter 1: Introducing Online Brand Communities -- Chapter 2: Participation and customer involvement -- Chapter 3: Online brand communities and loyalty intentions -- Chapter 4: Consumer engagement -- Chapter 5: Social identity and online brand communities -- Chapter 6: Brand and customer loyalty in online brand communities -- Chapter 7: Brand relationship and engagement -- Chapter 8: Managing service failure and recovery and online brand communities -- Chapter 9: Value co-creation sphere -- Chapter 10: Influencer marketing.
Sommario/riassunto	Online brand communities (OBCs) are hugely important in the development of marketing strategy, but it is unclear how marketers can effectively utilise these platforms to enhance and develop consumer engagement. For an online brand community to be successful, it should allow members to feel a connection to the brand and with other members while forming a disconnection from those not belonging to the community. It should also have rituals and traditions that join

members together over a revered commonality, and moral responsibility in contributing to the community. Indeed, brands play active roles in securing degrees of activity in OBCs' through content that offers members the quality of engagement they seek. This book focuses on contemporary digital marketing issues in OBCs, offering a comprehensive examination of consumers' response to active engagement in such communities. It discusses how brands can tap into the various levels of participation, engagement and online conversations in the development of marketing strategy and ultimately examines how an online brand community strengthens value co-creation. Balancing theory with practical approaches, this book gives serious treatment to an important yet until now overlooked area of digital marketing strategy, providing an important resource for scholars, students and practitioners. Wilson Ozuem's area of expertise lies in digital marketing and innovation. He teaches digital marketing at several UK universities. Professor Ozuem is acknowledged as an international leader in the field of digital marketing and multichannel retailing. His current research focuses on the effects of online brand communities on marketing strategy. Michelle Willis's expertise is in digital marketing. Her current research interests include online service failure and recovery strategies and customer loyalty, particularly with the millennial generation. Her research has been published and presented in various journals and conferences, including those of the American Marketing Association and the European Marketing Academy.
