

1. Record Nr.	UNINA9910959577703321
Titolo	Handbook of Marketing Decision Models // edited by Berend Wierenga
Pubbl/distr/stampa	New York, NY : , : Springer US : , : Imprint : Springer, , 2008
ISBN	9780387782133 0387782133
Edizione	[1st ed. 2008.]
Descrizione fisica	1 online resource (630 p.)
Collana	International Series in Operations Research & Management Science, , 2214-7934 ; ; 121
Altri autori (Persone)	WierengaB
Disciplina	658.8 658.802
Soggetti	Sales management Marketing Operations research Electronic commerce Entrepreneurship New business enterprises Management Sales and Distribution Operations Research and Decision Theory e-Commerce and e-Business
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 indexes.
Nota di contenuto	The Past, the Present and the Future of Marketing Decision Models -- Consumer Decision Making Models -- Developments in Conjoint Analysis -- Interactive Consumer Decision Aids -- Marketing Mix Models -- Advertising Models -- Sales Promotion Models -- Models for Sales Management Decisions -- Modeling Competitive Responsiveness -- Customer-Centric Marketing Models -- Models of Customer Value -- Decision Models for Customer Relationship Management (CRM) -- Marketing Models for Electronic Commerce -- Special Model Approaches -- Time-Series Models in Marketing -- Neural Nets and Genetic Algorithms in Marketing -- Industry-Specific Models -- Decision Models for the Movie Industry -- Strategic Marketing Decision

Models for the Pharmaceutical Industry -- Return on Marketing Models -- Models for the Financial-Performance Effects of Marketing -- Implementation, Use and Success of Marketing Models -- Marketing Engineering: Models that Connect with Practice -- Advances in Marketing Management Support Systems.

Sommario/riassunto

Marketing models is a core component of the marketing discipline. The recent developments in marketing models have been incredibly fast with information technology (e.g., the Internet), online marketing (e-commerce) and customer relationship management (CRM) creating radical changes in the way companies interact with their customers. This has created completely new breeds of marketing models, but major progress has also taken place in existing types of marketing models. The HANDBOOK OF MARKETING DECISION MODELS presents the state of the art in marketing decision models, dealing with new modeling areas such as customer relationship management, customer value and online marketing, but also describes recent developments in other areas. In the category of marketing mix models, the latest models for advertising, sales promotions, sales management, and competition are dealt with. New developments are presented in consumer decision models, models for return on marketing, marketing management support systems, and in special techniques such as time series and neural nets. Not only are the most recent models discussed, but the book also pays attention to the implementation of marketing models in companies and to applications in specific industries. .
