



Market Response Models: Econometric and Time Series Analysis (International Series in Quantitative Marketing)

By Hanssens, Dominique M.; Parsons, Leonard J.; Schultz, Randall L.

Springer, 2003. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: "Market Response Models: Econometric and Time Series Analysis" is the leading source of information on the use of market response models for planning and forecasting. It has served as a text for graduate students in marketing, as a guide for marketing scientists and as a handbook for marketing professionals. In each case the purpose has been the same: capture the excitement and power of a technique so advanced it has literally changed the style of marketing mix decision making. Now, in its second edition, the authors have provided a thoroughly updated version for a new generation of marketing scholars and managers. From advances in technology and science to the recognition of database and Internet-age marketing, "Market Response" "Models" builds on its reputation as the authoritative text in its field. The emergence of market response as an essential tool for world-class marketing has made this book even more relevant to practicing managers. Today no one can ignore the competitive edge that market response gives to companies: it is both the high-end of data mining and the basis for decision support. The fact that sales forecasts and marketing decisions can be improved with market response models is just one more reason that companies need to understand and use this technique. As...



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