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Several forces are transforming the structure and content of the marketing profession. Marketers are seeing increasingly faster changes in the marketplace and are barraged with an ever increasing amount of information. While many view traditional marketing as art and some view it as science, the new marketing increasingly looks like engineering.

The 21st century business environment demands more analysis and rigor in marketing decision making. And the business press is abuzz with the wonders of analytics. Increasingly, marketing decision making is becoming like design engineering- putting together concepts, data, analyses, and simulations to learn about the marketplace (analytics) and to design effective marketing plans (engineering). While many view traditional marketing as art and some view it as science, the new marketing increasingly looks like engineering (that is, combining art and science to solve specific problems). We offer an accessible overview of the most widely used marketing engineering and analytics concepts and tools and show how they drive the collection of the right data and information to perform the right analyses to make better marketing plans, better product designs, and better marketing decisions. We have designed this book primarily for the business school student or marketing manager, who, with minimal background and technical training, must understand and employ the basic tools and models associated with marketing engineering and analytics. The interested reader can go beyond the conceptual material in this book and learn how to apply these concepts using the software tools, cases and exercises available at [www.DecisionPro.biz](#). That material, in concert with the descriptions here will both inform the reader and translate the concepts here into context-specific decisions and actions.

The 21st century business environment demands more analysis and rigor in marketing decision making. Increasingly, marketing decision making resembles design engineering-putting together concepts, data, analyses, and simulations to learn about the marketplace and to design effective marketing plans. While many view traditional marketing as art and some view it as science, the new marketing increasingly looks like engineering (that is, combining art and science to solve specific problems). Marketing Engineering is the systematic approach to harness data and knowledge to drive effective marketing decision making and implementation through a technology-enabled and model-supported decision process. (For more information on Excel-based models that support these concepts, visit [DecisionPro.biz](#).) We have designed this book primarily for the business school student or marketing manager, who, with minimal background and technical training, must understand and employ the basic tools and models associated with Marketing Engineering. We offer an accessible overview of the most widely used marketing engineering concepts and tools and show how they drive the collection of the right data and information to perform the right analyses to make better marketing plans, better product designs, and better marketing decisions. What's New In the 2nd Edition While much has changed in the nearly five years since the first edition of Principles of Marketing Engineering was published, much has remained the same. Hence, we have not changed the basic structure or contents of the book. We have, however Updated the examples and references. Added new content on customer lifetime value and customer valuation methods. Added several new pricing models. Added new material on "reverse perceptual mapping" to describe some exciting enhancements to our Marketing Engineering for Excel software. Provided some new perspectives on the future of Marketing Engineering. Provided better alignment between the content of the text and both the software and cases available with Marketing Engineering for Excel 2.0.

Statistical Methods in Customer Relationship Management focuses on the quantitative and modeling aspects of customer management strategies that lead to future firm profitability, with emphasis on developing an understanding of Customer Relationship Management (CRM) models as the guiding concept for profitable customer management. To understand and explore the functioning of CRM models, this book traces the management strategies throughout a customer's tenure with a firm. Furthermore, the book explores in detail CRM models for customer acquisition, customer retention, customer acquisition and retention, customer churn, and customer win back. Statistical Methods in Customer Relationship Management: Provides an overview of a CRM system, introducing key concepts and metrics needed to understand and implement these models. Focuses on five CRM models: customer acquisition, customer retention, customer churn, and customer win back with supporting case studies. Explores each model in detail, from investigating the need for CRM models to looking at the future of the models. Presents models and concepts that span across the introductory, advanced, and specialist levels. Academics and practitioners involved in the area of CRM as well as instructors of applied statistics and quantitative marketing courses will benefit from this book.

The view of this book is that there are essentially three purposes for modeling in marketing: measuring marketing actions and outcomes, developing operational support for marketing decisions, and explaining marketing observations or phenomena.

You're sitting in a windowless conference room. Twenty minutes into the meeting the presenter finally makes it to slide four of a thirty-two slide deck. At least you can read this one, unlike the others, which were crammed with numbers, graphs and charts. You look around, wondering if anyone else is following the presentation. Just about everyone these days suffers from information overload the 24/7 explosion from our computers, smartphones, media, colleagues, and customers. Information is essential to making intelligent decisions, but more often than not, it simply overwhelms us. It's like trying to drink from a fire hose. The question isn't how to stop all those e-mails, meetings, conference calls, and fat reports; that's impossible. The question is what to do with them. How do you find the truly essential nuggets of information and use them with confidence? The solution proposed by Christopher Frank and Paul Magnone sounds deceptively simple: Learn how to ask the right questions at the right time. Whatever field you're in, asking smarter questions will expose you to new information, point you to connections between seemingly unrelated facts, and open new avenues of discussion with your colleagues. The authors explain the seven questions that can help you bring a big-picture perspective to problems that often leave others buried in irrelevant details. And they show through real-life case studies- including Trader Joe's, Starbucks, Kodak, Microsoft, iRobot, and IBM-how their method can have a dramatic impact. It really is possible to convert the fire hose of information into useful insights. Consider a nonbusiness example: the 2010 Icelandic volcano eruption that sent a giant ash cloud toward Europe. Tens of thousands of flights were canceled and five million passengers stranded, leading to billions in economic losses. Europe's best scientists generated oceans of data and carefully modeled the cloud's dispersion pattern. But no one could answer the essential question: Was the concentration of volcanic ash in the air enough to damage a jet engine? Without that key answer, all the carefully gathered facts were useless to the decision makers. Once you adopt the seven questions, you'll start having more productive brainstorming sessions. You'll answer critical questions faster and find unexpected solutions to important problems. And you'll get better at communicating to your colleagues with more clarity and focus, turning down the fire hose that other people have to cope with.

An introduction to marketing concepts, strategies and practices with a balance of depth of coverage and ease of learning. Principles of Marketing keeps pace with a rapidly changing field, focussing on the ways brands create and capture consumer value. Practical content and linkage are at the heart of this edition. Real local and international examples bring ideas to life and new feature 'linking the concepts' helps students test and consolidate understanding as they go. The latest edition enhances understanding with a unique learning design including revised, integrative concept maps at the start of each chapter, end-of-chapter features summarising ideas and themes, a mix of mini and major case studies to illuminate concepts, and critical thinking exercises for applying skills.

Revised edition of the authors' Principles of marketing.

This book and associated software (available separately) aims to train business students to translate marketing concepts into context specific operational decisions and actions using analytical, quantitative, and computer modeling techniques

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