



Mathematical Models In Marketing A Survey The Stage Of Development Some Extensions And Applications

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Mathematical models in marketing : a survey, the stage of development, some extensions and applications P.

S. H. Leeflang,1974 Building Implementable Marketing Models Philippe A. Naert,Peter S.H. Leeflang,2013-12-01 The observation that many models are built but few are used has almost become a commonplace in the management science and operations research literature Nevertheless the statement remains to a large extent true today also and perhaps even more so where marketing models are concerned This led Philippe Naert now about four years ago to write a concept text of a few hundred pages on the subject of how to build implementable marketing models that is models that can and will be used One of the readers of that early manuscript was Peter Leeflang He made suggestions leading to a more consistent ordering of the material and proposed the addition of some topics and the expansion of others to make the book more self contained This resulted in a co authorship and a revised version which was written by Peter Leeflang and consisted of a reshuffling and an expansion of the original material by about fifty per cent Several meetings between the co authors produced further refinements in the text and the sequence of chapters and sections after which Philippe Naert again totally reworked the whole text This led to a new expansion again by fifty per cent of the second iteration The third iteration also required the inclusion of a great deal of new literature indicating that the field is making fast progress and that implementation has become a major concern to marketing model builders **Building Models for Marketing Decisions** Peter S.H.

Leeflang,Dick R. Wittink,Michel Wedel,Philippe A. Naert,2013-06-29 This book is about marketing models and the process of model building Our primary focus is on models that can be used by managers to support marketing decisions It has long been known that simple models usually outperform judgments in predicting outcomes in a wide variety of contexts For example models of judgments tend to provide better forecasts of the outcomes than the judgments themselves because the model eliminates the noise in judgments And since judgments never fully reflect the complexities of the many forces that influence outcomes it is easy to see why models of actual outcomes should be very attractive to marketing decision makers Thus appropriately constructed models can provide insights about structural relations between marketing variables Since models explicate the relations both the process of model building and the model that ultimately results can improve the quality of marketing decisions Managers often use rules of thumb for decisions For example a brand manager will have defined a specific set of alternative brands as the competitive set within a product category Usually this set is based on perceived similarities in brand characteristics advertising messages etc If a new marketing initiative occurs for one of the other brands the brand manager will have a strong inclination to react The reaction is partly based on the manager's desire to maintain some competitive parity in the marketing variables **Mathematical Models in Marketing** Peter S. H.

Leeflang,1974-01-31 Modeling for Government and Business C.A. van Bochove,C.J. van Eyk,J.C. Siebrand,A.S.W. de Vries,2013-03-14 This volume has been composed to commemorate the day 25 years ago that Dr P J Verdoorn delivered his

inaugural lecture after his appointment as professor of economics at the Netherlands School of Economics at Rotterdam The prompt and enthusiastic reactions by several members of the profession on our request for a contribution illustrates the fact that Verdoorn is held in high esteem by those who worked with him and those who are acquainted with his work We thank all the contributors for having helped us to realize our plan to honour Verdoorn with the publication of this liber amicorum Verdoorn was appointed part time professor of business statistics market research and marketing in 1952 He held this post until 1969 In that year he started lectures closer related to his work as deputy director of the Central Planning Bureau general economic research He became full professor of macro economic policy in 1975 Verdoorn showed a great versatility in all the fields on which he worked Without exaggeration he may be characterised as one of the most many sided economists in the Netherlands However much the subjects he studied may have varied the methods he applied show persistent characteristics theories are formulated to yield testable hypotheses which when they can be maintained are made operational for policy purposes In all these phases of a research program Verdoorn showed a high level of inventivity A combination of rigour and imagination enabled him to maintain a constant stream of high quality publications

Modeling Markets

Peter S.H. Leeflang, Jaap E. Wieringa, Tammo H.A. Bijmolt, Koen H. Pauwels, 2014-11-12 This book is about how models can be developed to represent demand and supply on markets where the emphasis is on demand models Its primary focus is on models that can be used by managers to support marketing decisions Modeling Markets presents a comprehensive overview of the tools and methodologies that managers can use in decision making It has long been known that even simple models outperform judgments in predicting outcomes in a wide variety of contexts More complex models potentially provide insights about structural relations not available from casual observations In this book the authors present a wealth of insights developed at the forefront of the field covering all key aspects of specification estimation validation and use of models The most current insights and innovations in quantitative marketing are presented including in depth discussion of Bayesian estimation methods Throughout the book the authors provide examples and illustrations This book will be of interest to researchers analysts managers and students who want to understand develop or use models of marketing phenomena

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Library of Congress, **Papers of the 8th DGOR Annual Meeting / Vorträge der 8. DGOR Jahrestagung** K.-W.

Gaede, D.B. Pressmar, Ch. Schneeweiß, K.-P. Schuster, O. Seifert, 2013-07-02 Die Jahrestagung 1978 der Deutschen Gesellschaft für Operations Research fand in der Zeit vom 4 bis 6 Oktober in den R umen der Freien Universität Berlin statt Mit Über 400 Teilnehmern und 125 Vorträgen war sie eine der größten Tagungen der Gesellschaft Zahlreiche ausländische Gastreferenten bereicherten durch Fach und Übersichtsvorträge das weitgespannte Tagungsprogramm In Berlin wurde mit Erfolg ein neuer Tagungsstil verwirklicht der i w darin bestand daß frühzeitig die derzeit wichtigsten Gebiete des Operations

Research zu Sektionen zusammengefaßt wurden Die wissenschaftliche Betreuung dieser Sektionen geschah durch Sektionsleiter denen es insbesondere zu verdanken ist daß den Fachbeiträgen vieler Sektionen ein einführendes Übersichtsreferat vorangestellt werden konnte Eine weitere Besonderheit der Tagung bestand in einer Verlängerung der Rede und Diskussionszeit was zusammen mit der großen Anzahl von Vorträgen dazu führte daß ver gleichsweise viele Parallelsitzungen stattfanden Die Proceedings sollen nun einen Überblick über das wissenschaftliche Tagungsprogramm geben Dabei wurde besonderer Wert darauf gelegt wenigstens den Übersichtsvorträgen breiten Raum zu gewähren Die Fachbeiträge mußten häufig gedrängter dargestellt werden jedoch wurde darauf geachtet daß abgesehen von wenigen Ausnahmen dem interessierten Leser eine ausführliche Fassung zugänglich ist Besondere Anerkennung gebührt der örtlichen Tagungsorganisation unter Leitung von Prof Dr P Stahlknecht der es ganz wesentlich zu verdanken ist daß in der angenehmen und anregenden Tagungsatmosphäre eine Fülle wissenschaftlicher Kontakte geknüpft werden konnte Unser Dank gilt auch den Referenten und nicht zuletzt den Sektions und Sitzungleitern die einen wesentlichen Anteil an der Gestaltung dieses Tagungsbandes haben

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