

MARKETING MANAGEMENT SUPPORT SYSTEMS

Principles, Tools and
Implementation

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Marketing Management Support Systems Principles Tools And Implementation

Federico Galli



Marketing Management Support Systems Principles Tools And Implementation:

Marketing Management Support Systems Berend Wierenga, Gerrit Harm van Bruggen, 2000-04-30 The challenge for the future is designing marketing management support systems that combine these newer technologies into maximally effective systems that constitute a real competitive edge in the marketplace This book aims to help spur this implementation by offering a framework for matching the demand and supply of information in order to guide the functional design and development of marketing management support systems in specific situations

Marketing Management Support Systems Berend Wierenga, Gerrit van Bruggen, 2012-12-06 Marketing management support systems are designed to make marketing managers more effective decision makers in this electronic era Developments in information technology have caused a marketing data explosion but have also provided a powerful set of tools that can transform this data into applicable marketing knowledge Consequently companies are making major investments in such marketing decision aids This book is the first comprehensive systematic textbook on marketing management support systems The basic issue is the question of how to determine the most effective type of support for a given marketing decision maker in a particular decision situation The book takes a demand oriented approach Decision aids for marketing managers can only be effective if they match with the thinking and reasoning process of the decision makers who use them Consequently the important questions addressed in this book are how do marketing managers make decisions how can marketing management support systems help to overcome several cognitive limitations of human decision makers and what is the most appropriate type of management support system for assisting the problem solving methods employed by a marketing decision maker

International Marketing in the Network Economy F. Kohlbacher, 2007-10-23 The capability of MNCs to create transfer and combine knowledge from different locations is an important determinant of corporate success This book uses examples of knowledge based firms Hewlett Packard Consulting Integration Siemens Mazda and Maekawa to show that knowledge based marketing is key to a sustainable competitive advantage

Handbook of Marketing Decision Models Berend Wierenga, Ralf van der Lans, 2017-07-12 The Second Edition of this book presents the state of the art in this important field Marketing decision models constitute a core component of the marketing discipline and the area is changing rapidly not only due to fundamental advances in methodology and model building but also because of the recent developments in information technology the Internet and social media This Handbook contains eighteen chapters that cover the most recent developments of marketing decision models in different domains of marketing Compared to the previous edition thirteen chapters are entirely new while the remaining chapters represent complete updates and extensions of the previous edition This new edition of the Handbook has chapters on models for substantive marketing problems such as customer relationship management customer loyalty management website design Internet advertising social media and social networks In addition it contains chapters on recent methodological developments that are gaining popularity in the area of marketing decision models such as structural

modeling learning dynamics choice modeling eye tracking and measurement The introductory chapter discusses the main developments of the last decade and discusses perspectives for future developments Balancing Automation and Human Interaction in Modern Marketing Nair, Arjun J., Manohar, Sridhar, Mittal, Amit, Ahmed, Wasim, 2024-04-05 In modern marketing a pivotal challenge has surfaced finding the delicate balance between automation and human interaction This challenge stems from the rapid advancement of artificial intelligence AI technologies which while promising unparalleled efficiency and innovation also lack the personal touch inherent in traditional marketing As AI gains prominence marketers grapple with integrating automated processes while preserving the authenticity and emotional resonance that human engagement brings Balancing Automation and Human Interaction in Modern Marketing positions itself as a guiding force in achieving balance amid the changing marketing landscape Within the pages of this book lies a comprehensive exploration of contemporary marketing challenges centered on striking the right balance between automation and human interaction The quest for optimal equilibrium threads through topics such as elevating customer experiences scalable personalization through AI emotional intelligence in marketing and the critical role of human centered design By addressing these challenges head on the book provides practical advice for implementing AI in marketing but positions ethics at the forefront It advocates for responsible AI driven marketing fostering trust and ensuring that the human touch remains a cornerstone of brand consumer relationships ECMLG2012-Proceedings of the 8th European Conference on Management, Leadership and Governance John Politis, 2012 Published by Academic Conferences and Publishing International Limited Edited by Professor John Politis Neapolis University Pafos Cyprus CD version of the proceedings of the 8th European Conference on Management Leadership and Governance ECMLG 2012 hosted by the Neapolis University on the 8 9 November 2012 567 pages

Tourism Management Dynamics Dimitrios Buhalis, Carlos Costa, 2006 Provides the reader with a comprehensive insight of the changes in the external business environment and equips them with new managerial techniques and tools in order to adapt and profit from these changes into the future Cover Algorithmic Marketing and EU Law on Unfair Commercial Practices Federico Galli, 2022-08-30 Artificial Intelligence AI systems are increasingly being deployed by marketing entities in connection with consumers interactions Thanks to machine learning ML and cognitive computing technologies businesses can now analyse vast amounts of data on consumers generate new knowledge use it to optimize certain processes and undertake tasks that were previously impossible Against this background this book analyses new algorithmic commercial practices discusses their challenges for consumers and measures such developments against the current EU legislative framework on consumer protection The book adopts an interdisciplinary approach building on empirical findings from AI applications in marketing and theoretical insights from marketing studies and combining them with normative analysis of privacy and consumer protection in the EU The content is divided into three parts The first part analyses the phenomenon of algorithmic marketing practices and reviews the main AI and AI related technologies used in marketing e g Big data ML and

NLP The second part describes new commercial practices including the massive monitoring and profiling of consumers the personalization of advertising and offers the exploitation of psychological and emotional insights and the use of human like interfaces to trigger emotional responses The third part provides a comprehensive analysis of current EU consumer protection laws and policies in the field of commercial practices It focuses on two main legal concepts their shortcomings and potential refinements vulnerability understood as the conceptual benchmark for protecting consumers from unfair algorithmic practices manipulation the substantive legal measure for drawing the line between fair and unfair practices

The Handbook of Marketing Research Rajiv Grover,Marco Vriens,2006-06-23 CHOICE MAGAZINE Outstanding Academic Title for 2007 In addition to discussing relevant content the various contributors to the book are excellent communicators Sentences are clear paragraphs are coherent and chapters fulfill the promise of their introductions and readers will benefit from the diagrams figures and charts that are used to enhance the text I enjoyed reading this book and recommend it highly This book will be of particular interest to advanced students academics and practitioners Although statistical background is necessary to comprehend the advanced analytical techniques most readers are likely to benefit from the overviews provided in this well written book Guldem Gokcek JOURNAL OF MARKETING The Handbook of Marketing Research Uses Misuses and Future Advances comprehensively explores the approaches for delivering market insights for fact based decision making in a market oriented firm Divided into four parts the Handbook addresses 1 the different nuances of delivering insights 2 quantitative qualitative and online data gathering techniques 3 basic and advanced data analysis methods and 4 the substantial marketing issues that clients are interested in resolving through marketing research Key Features Appeals to users as well as suppliers of marketing research Comprehensive topics in marketing research such as philosophy techniques and applications are delivered in a reader friendly applications oriented and non mathematical fashion Covers many cutting edge techniques of data collection and analysis Traditional quantitative techniques innovative qualitative techniques and emerging online methods are presented Provides a broad range of current ideas and applications The contributors address models of the impact of marketing mix variables segmentation brand equity satisfaction customer lifetime value and marketing ROI Chapters on international marketing research and marketing management support systems are also included

Differential Games in Marketing Steffen Jørgensen,Georges Zaccour,2012-12-06 Game theory has proven useful to represent and conceptualize problems of conflict and cooperation in a formal way and to predict the outcome of such situations Differential games are dynamic games that are particularly designed to study systems where observations and decisions are made in real time The book conveys to the reader the state of the art of research in marketing applications of differential game theory This research started about 25 years ago and the literature has now reached an extent and a maturity that makes it natural to take stock The book deals with differential games in advertising pricing and marketing channels as well as with marketing production and pricing advertising interfaces It provides also a tutorial on main concepts

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