

Research for Marketing Decisions (Prentice-Hall international series in management)

Green, Paul E.

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Research For Marketing Decisions Prentice Hall International Series In Management

**Peter S.H. Leeflang, Dick R.
Wittink, Michel Wedel, Philippe A. Naert**



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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 MARKETING DECISIONS AND STRATEGIES John Kuada,2016-07-08 The marketing literature generally assumes that managers and customers always make rational reasonable and logical decisions In real life however decision making process is hardly rational and straightforward Managers and customers normally make decisions in action i.e. as they grapple with critical problems on daily basis As such they tend to combine experience based knowledge with intuition and analysis to inform their decisions Their decision making processes become even more complex when their companies operate within international contexts It is therefore appropriate to teach students a variety of decision making skills as they prepare themselves to work in international companies This is the task initiated in this book It discusses how managers combine both rational and non rational approaches and tools in their decision making processes especially in international business contexts Issues discussed include the following A The marketing strategy conceptA Rational and non rational approaches to decision makingA Market driving and market driven strategiesA Internal marketing strategiesA Relational theories and strategies in marketingA Organizational buying behaviour and strategiesA Online advertising decisions and strategiesA Assessment of export opportunitiesA Marketing in the emerging economiesA Societal and ethical

considerations in marketing decisions *Intelligent Support Systems for Marketing Decisions* Nikolaos F. Matsatsinis, Y. Siskos, 2012-12-06 *Intelligent Support Systems for Marketing Decisions* examines new product development market penetration strategies and other marketing decisions utilizing a confluence of methods including Decision Support Systems DSS Artificial Intelligence in Marketing and Multicriteria Analysis The authors systematically examine the use and implementation of these methodologies in making strategic marketing decisions Part I discusses the basic concepts of multicriteria analysis vis vis marketing decisions and in new product development situations Part II presents basic concepts from the fields of Information Systems Decision Support Systems and Intelligent Decision Support Methods In addition specialized categories of DSS multicriteria DSS web based DSS group DSS spatial DSS are discussed in terms of their key features and current use in marketing applications Part III presents IDSS and a multicriteria methodology for new product development Further chapters present a developmental strategy for analyzing designing and implementing an Intelligent Marketing Decision Support System The implementation discussion is illustrated with a real world example of the methods and system in use

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