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Mahany On Sales Promotion

Julia Schneider



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Mahany on Sales Promotion Gene Mahany,1982-01-01 *Marketing and Sales Management* Jean Herold,1988-03-15

Expert Systems for Scanner Data Environments John M. McCann,John P. Gallagher,2012-12-06 This book is about the role of expert systems in marketing particularly in the consumer goods industry Section I describes the changing nature of consumer marketing and presents the rationale and need for expert systems The remainder of the book combines a tutorial on expert systems with a series of expert system prototypes The tutorial material is presented in three places First section II is devoted to introducing expert systems in general Chapter 3 provides a general introduction to the topic which is continued in chapter 4 where a small expert system the Promotion Advisor is used to illustrate the important features of a backward chaining rule based system The promotion theme is extended in chapter 5 where a larger system is presented The material in all three of these chapters was designed as an introduction and tutorial on the most common technology for building applied expert systems the backward chaining rule based inference engine Tutorial material is also contained in the body of the chapters that describe the prototypes This material is usually in the form of sample rules and a description of the process for applying the rules The third location of the expert system material is in chapters that follow discussions of the prototypes Chapter 7 is a technical chapter on the coupling of expert systems to traditional systems *Marketing*

Information Jac L. Goldstucker,1982 **Business Marketing** ,1986 **Advertising & Sales Promotion** ,1973 *Sales Promotion Essentials* Don E. Schultz,William A. Robinson,1982 *American Advertising* Emelda L. Williams,Donald W. Hendon,1988 **Subject Catalog** Library of Congress, *Subject Catalog*, 1982 Library of Congress,1982

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