

Robert C. Blattberg
Byung-Do Kim
Scott A. Neslin

INTERNATIONAL SERIES IN QUANTITATIVE MARKETING

Database Marketing

Analyzing and Managing Customers

Database Marketing Analyzing And Managing Customers International Series In Quantitative Marketing

**Robert C. Blattberg,Byung-Do
Kim,Scott A. Neslin**



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Database Marketing Robert C. Blattberg, Byung-Do Kim, Scott A. Neslin, 2010-02-26 Database marketing is at the crossroads of technology business strategy and customer relationship management Enabled by sophisticated information and communication systems today's organizations have the capacity to analyze customer data to inform and enhance every facet of the enterprise from branding and promotion campaigns to supply chain management to employee training to new product development Based on decades of collective research teaching and application in the field the authors present the most comprehensive treatment to date of database marketing integrating theory and practice Presenting rigorous models methodologies and techniques including data collection field testing and predictive modeling and illustrating them through dozens of examples the authors cover the full spectrum of principles and topics related to database marketing This is an excellent in depth overview of both well known and very recent topics in customer management models It is an absolute must for marketers who want to enrich their knowledge on customer analytics Peter C Verhoef Professor of Marketing Faculty of Economics and Business University of Groningen A marvelous combination of relevance and sophisticated yet understandable analytical material It should be a standard reference in the area for many years Don Lehmann George E Warren Professor of Business Columbia Business School The title tells a lot about the book's approach though the cover reads database the content is mostly about customers and that's where the real world action is Most enjoyable is the comprehensive story in case after case which clearly explains what the analysis and concepts really mean This is an essential read for those interested in database marketing customer relationship management and customer optimization Richard Hochhauser President and CEO Harte Hanks Inc In this tour de force of careful scholarship the authors canvass the ever expanding literature on database marketing This book will become an invaluable reference or text for anyone practicing researching teaching or studying the subject Edward C Malthouse Theodore R and Annie Laurie Sills Associate Professor of Integrated Marketing Communications Northwestern University

Recent Advances in Game Theory and Applications Leon A. Petrosyan, Vladimir V. Mazalov, 2016-09-30 This contributed volume contains fourteen papers based on selected presentations from the European Conference on Game Theory SING11 GTM 2015 held at Saint Petersburg State University in July 2015 and the Networking Games and Management workshop held at the Karelian Research Centre of the Russian Academy of Sciences in Petrozavodsk Russia also in July 2015 These papers cover a wide range of topics in game theory including recent advances in areas with high potential for future work as well as new developments on classical results Some of these include A new approach to journal ranking using methods from social choice theory A differential game of a duopoly in which two firms are competing for market share in an industry with network externalities The impact of information propagation in the model of tax audits A voting model in which the results of previous votes can affect the process of coalition formation in a decision making body The Selten Szidarovsky technique for the analysis of Nash equilibria of games with an aggregative

structure Generalized nucleoli and generalized bargaining sets for games with restricted cooperation Bayesian networks and games of deterrence and A new look at the study of solutions for games in partition function form The maturity and vitality of modern day game theory are reflected in the new ideas novel applications and contributions of young researchers represented in this collection It will be of interest to anyone doing theoretical research in game theory or working on one its numerous applications

Proceedings of the First International Conference on Advanced Data and Information Engineering (DaEng-2013) Tutut Herawan, Mustafa Mat Deris, Jemal Abawajy, 2013-12-14 The proceeding is a collection of research papers presented at the International Conference on Data Engineering 2013 DaEng 2013 a conference dedicated to address the challenges in the areas of database information retrieval data mining and knowledge management thereby presenting a consolidated view to the interested researchers in the aforesaid fields The goal of this conference was to bring together researchers and practitioners from academia and industry to focus on advanced on data engineering concepts and establishing new collaborations in these areas The topics of interest are as follows but are not limited to Database theory Data management Data mining and warehousing Data privacy security Information retrieval integration and visualization Information system Knowledge discovery in databases Mobile grid and cloud computing Knowledge based Knowledge management Web data services and intelligence

Digital Marketing Charles F. Hofacker, 2018 Technology has forever changed the way that businesses engage with customers and has changed the role of marketing significantly Across 27 chapters this textbook provides a complete introduction to the background of digital marketing particularly the ways in which customers use digital media and how technology can be used to fulfil the three key goals of digital marketing effectively engaging with customers selling to customers and using the power of networks to make connections with customers

Review of Marketing Research Naresh K. Malhotra, 2009-12-01 Contains articles by the marketing field s researchers and scholars This title presents a view of the marketing research methodologies

Rediscovering the Essentiality of Marketing Luca Petruzzellis, Russell S. Winer, 2016-06-27 This book contains the full proceedings of the 2015 Academy of Marketing Science World Marketing Congress held in Bari Italy The current worldwide business environment is leading marketing scholars and practitioners to reconsider a number of historical and current views of the marketplace and how it functions Further determining new marketing theories and practical methods whose effectiveness can be truly measured must be added to the list of current challenges for today and tomorrow In such a period in marketing history achieving and managing efficient and effective marketing actions is a necessity Determining such actions is based on practical experience solid theory and appropriate research methodology The enclosed papers focus on new research ideas on vibrant topics that can help academics and practitioners gain new perspectives and insights into today s turbulent marketplace Founded in 1971 the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory research and practice Among its services to

members and the community at large the Academy offers conferences congresses and symposia that attract delegates from around the world Presentations from these events are published in this Proceedings series which offers a comprehensive archive of volumes reflecting the evolution of the field Volumes deliver cutting edge research and insights complimenting the Academy's flagship journals Journal of the Academy of Marketing Science JAMS and AMS Review Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science

Database Marketing: Analyzing And Managing Customers Blattberg, 2009-10-01

Advanced Studies in Classification and Data Science Tadashi Imaizumi, Akinori Okada, Sadaaki Miyamoto, Fumitake Sakaori, Yoshiro Yamamoto, Maurizio Vichi, 2020-09-25 This edited volume focuses on the latest developments in classification and data science and covers a wide range of topics in the context of data analysis and related areas e.g. the analysis of complex data analysis of qualitative data methods for high dimensional data dimensionality reduction data visualization multivariate statistical methods and various applications to real data in the social sciences medical sciences and other disciplines In addition to sharing theoretical and methodological findings the book shows how to apply the proposed methods to a variety of problems e.g. in consumer behavior decision making marketing data and social network structures Both methodological aspects and applications to a wide range of areas such as economics behavioral science marketing science management science and the social sciences are covered The book is chiefly intended for researchers and practitioners who are interested in the latest developments and practical applications in these fields as well as applied statisticians and data analysts Its combination of methodological advances with a wide range of real world applications gathered from several fields makes it of unique value in helping readers solve their research problems

Quantitative Marketing and Marketing Management Adamantios Diamantopoulos, Wolfgang Fritz, Lutz Hildebrandt, 2013-01-31 Quantitative marketing has been gaining importance during the last decade This is indicated by the growing number of model and method oriented studies published in leading journals as well as by the many successful applications of quantitative approaches in pricing advertising new product planning and market segmentation decisions In addition market research has clearly benefitted from applying advanced quantitative models and methods in practice Some 60 researchers among them worldwide leading scholars offer a broad overview of quantitative approaches in marketing They not only highlight diverse mathematical and methodological perspectives but also demonstrate the relevance and practical consequences of applying quantitative approaches to marketing problems

Creating Value with Big Data Analytics Peter C. Verhoef, Edwin Kooge, Natasha Walk, 2016-01-08 Our newly digital world is generating an almost unimaginable amount of data about all of us Such a vast amount of data is useless without plans and strategies that are designed to cope with its size and complexity and which enable organisations to leverage the information to create value This book is a refreshingly practical yet theoretically sound roadmap to leveraging big data and analytics Creating Value with Big Data Analytics provides a nuanced view of big data development arguing that big data in itself is not a revolution but an evolution

of the increasing availability of data that has been observed in recent times Building on the authors extensive academic and practical knowledge this book aims to provide managers and analysts with strategic directions and practical analytical solutions on how to create value from existing and new big data By tying data and analytics to specific goals and processes for implementation this is a much needed book that will be essential reading for students and specialists of data analytics marketing research and customer relationship management

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