

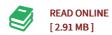


## Market Response Models: Econometric and Time Series Analysis (International Series in Quantitative Marketing)

By Hanssens, Dominique M.; Parsons, Leonard J.; Schultz, Randall L.

Springer, 2003. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: "Market Response Models: Econometric and Time SeriesAnalysis" is the leading source of information on the use of marketresponse models for planning and forecasting. It has served as a textfor graduate students in marketing, as a guide for marketingscientists and as a handbook for marketing professionals. In each casethe purpose has been the same: capture the excitement and power of atechnique so advanced it has literally changed the style of marketingmix decision making.Now, in its second edition, the authors have provided athoroughly-updated version for a new generation of marketing scholarsand managers. From advances in technology and science to therecognition of database and Internet-age marketing, "MarketResponse"

"Models" builds on its reputation as the authoritativetext in its field. The emergence of market response as an essential tool for world-classmarketing has made this book even more relevant to practicingmanagers. Today no one can ignore the competitive edge that marketresponse gives to companies: it is both the high-end of data miningand the basis for decision support. The fact that sales forecasts andmarketing decisions can be improved with market response models isjust one more reason that companies need to understand-and use-thistechnique.As...



## Reviews

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