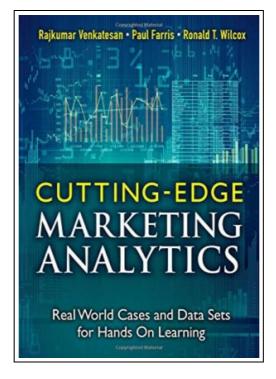
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#### Reviews

This book is definitely not effortless to begin on looking at but quite entertaining to read. Better then never, though i am quite late in start reading this one. I am just easily can get a enjoyment of looking at a written ebook. *(Elinor Hyatt)* 

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Pearson Education (US), United States, 2014. Hardback. Book Condition: New. 234 x 180 mm. Language: English . Brand New Book. Master practical strategic marketing analysis through real-life case studies and hands-on examples. In Cutting Edge Marketing Analytics, three pioneering experts integrate all three core areas of marketing analytics: statistical analysis, experiments, and managerial intuition. They fully detail a best-practice marketing analytics methodology, augmenting it with case studies that illustrate the quantitative and data analysis tools you II need to allocate resources, define optimal marketing mixes; perform effective analysis of customers and digital marketing campaigns, and create high-value dashboards and metrics. For each marketing problem, the authors help you: \* Identify the right data and analytics techniques \* Conduct the analysis and obtain insights from it \* Outline what-if scenarios and define optimal solutions \* Connect your insights to strategic decision-making Each chapter contains technical notes, statistical knowledge, case studies, and real data you can use to perform the analysis with managerial sensibility \* How to apply linear regression, logistic regression, cluster analysis, and Anova models \* The crucial role of careful experimental design For all marketing professionals specializing in marketing analytics and/or business intelligence; and for students and faculty in all graduate-level business courses covering Marketing Analytics, Marketing Effectiveness, or Marketing Metrics.

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