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Handbook of Marketing Decision Models

Edited by
Berend Wierenga



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Handbook Of Marketing Decision Models International Series In Operations Research Management Science

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Handbook Of Marketing Decision Models International Series In Operations Research Management Science:

Handbook of Marketing Decision Models Berend Wierenga, 2008-09-11 Marketing models is a core component of the marketing discipline. The recent developments in marketing models have been incredibly fast with information technology e.g. the Internet, online marketing, e-commerce and customer relationship management (CRM) creating radical changes in the way companies interact with their customers. This has created completely new breeds of marketing models but major progress has also taken place in existing types of marketing models. The HANDBOOK OF MARKETING DECISION MODELS presents the state of the art in marketing decision models dealing with new modeling areas such as customer relationship management, customer value and online marketing but also describes recent developments in other areas. In the category of marketing mix models, the latest models for advertising, sales, promotions, sales management and competition are dealt with. New developments are presented in consumer decision models, models for return on marketing, marketing management support systems and in special techniques such as time series and neural nets. Not only are the most recent models discussed but the book also pays attention to the implementation of marketing models in companies and to applications in specific industries.

Handbook of Marketing Decision Models Berend Wierenga, Ralf van der Lans, 2017-07-12 The Second Edition of this book presents the state of the art in this important field. Marketing decision models constitute a core component of the marketing discipline and the area is changing rapidly not only due to fundamental advances in methodology and model building but also because of the recent developments in information technology, the Internet and social media. This Handbook contains eighteen chapters that cover the most recent developments of marketing decision models in different domains of marketing. Compared to the previous edition, thirteen chapters are entirely new while the remaining chapters represent complete updates and extensions of the previous edition. This new edition of the Handbook has chapters on models for substantive marketing problems such as customer relationship management, customer loyalty management, website design, Internet advertising, social media and social networks. In addition, it contains chapters on recent methodological developments that are gaining popularity in the area of marketing decision models such as structural modeling, learning dynamics, choice modeling, eye tracking and measurement. The introductory chapter discusses the main developments of the last decade and discusses perspectives for future developments.

Stochastic Modeling and Optimization of Manufacturing Systems and Supply Chains

J. George Shanthikumar, David D. Yao, W.H.M. Zijm, 2012-12-06 This volume originates from two workshops both focusing on themes that are reflected in the title of the volume. The first workshop took place at Eindhoven University of Technology April 24-26, 2001 on the occasion of the University granting a doctorate honoris causa to Professor John A. Buzacott. The second workshop was held on June 15, 2002 at Cornell University preceding the annual INFORMS/MSOM Conference honoring John's retirement and his lifetime contributions. Each of the two workshops consisted of about a dozen technical presentations. The objective of the volume, however, is not to simply publish the proceedings of the

two workshops Rather our objective is to put together a select set of articles each organized into a well written chapter focusing on a timely topic Collected into a single volume these chapters aim to serve as a useful reference for researchers and practitioners alike and also as reading materials for graduate courses or seminars

Risk Analysis of Complex and Uncertain Systems Louis Anthony Cox Jr.,2009-06-12 In Risk Analysis of Complex and Uncertain Systems acknowledged risk authority Tony Cox shows all risk practitioners how Quantitative Risk Assessment QRA can be used to improve risk management decisions and policies It develops and illustrates QRA methods for complex and uncertain biological engineering and social systems systems that have behaviors that are just too complex to be modeled accurately in detail with high confidence and shows how they can be applied to applications including assessing and managing risks from chemical carcinogens antibiotic resistance mad cow disease terrorist attacks and accidental or deliberate failures in telecommunications network infrastructure This book was written for a broad range of practitioners including decision risk analysts operations researchers and management scientists quantitative policy analysts economists health and safety risk assessors engineers and modelers

Proportional Optimization and Fairness Wieslaw Kubiak,2008-11-16 Proportional Optimization and Fairness is a long needed attempt to reconcile optimization with apportionment in just in time JIT sequences and find the common ground in solving problems ranging from sequencing mixed model just in time assembly lines through just in time batch production balancing workloads in event graphs to bandwidth allocation internet gateways and resource allocation in computer operating systems The book argues that apportionment theory and optimization based on deviation functions provide natural benchmarks for a process and then looks at the recent research and developments in the field Individual chapters look at the theory of apportionment and just in time sequences minimization of just in time sequence deviation optimality of cyclic sequences and the oneness bottleneck minimization competition free instances Fraenkel s Conjecture and optimal admission sequences response time variability applications to the Liu Layland Problem and pinwheel scheduling temporal capacity constraints and supply chain balancing fair queuing and stride scheduling and smoothing and batching

Feasibility and Infeasibility in Optimization: John W. Chinneck,2007-10-25 Written by a world leader in the field and aimed at researchers in applied and engineering sciences this brilliant text has as its main goal imparting an understanding of the methods so that practitioners can make immediate use of existing algorithms and software and so that researchers can extend the state of the art and find new applications It includes algorithms on seeking feasibility and analyzing infeasibility as well as describing new and surprising applications

Building Supply Chain Excellence in Emerging Economies Hau L. Lee,Chung-Yee Lee,2007-12-14 xv Global Supply Chain General Strategies and Framework There are five chapters on the general strategies and framework In On the Globalization of Operations and Supply Chain Strategies A Conceptual Framework and its Applications Panos Kouvelis and Julie Niederhoff de scribe the forces that shape globalization and a framework to develop strategies The authors illustrate how the framework can be used with the case of

Acrilan an acrylic fiber manufacturer As the emerging economies begin to mature and the supply and demand points in a supply chain begin to shift companies need to re optimize the design of their global supply chain so as to make the best use of their global resources This is the subject of Globalization and Emerging Markets The Challenge of Continuous Global Network Optimization by Peter Koudal and Douglas A Engel Many emerging economies have lower direct labor costs and are so attractive offshoring locations But there could be many hidden costs The decision to offshore has to be based on a sound comprehensive analysis of the total landed costs the tradeoffs of associated risks and the business strategies of the company David Pyke provides us with the approach to tackle this decision and share with us his personal experience in helping companies to make such decisions in his chapter titled Shanghai or Charlotte The Decision to Outsource to China and Other Low Cost Countries

Handbook of Quantitative Supply Chain Analysis David Simchi-Levi, S. David Wu, Zuo-Jun Max Shen, 2004-05-31 About quantitative supply chain analysis in the electronic business environment

Marketing and Smart Technologies José Luís Reis, José Cascalho, Marc K. Peter, Luís Paulo Reis, Maria Teresa Tiago, 2025-07-02 This book includes selected papers presented at the International Conference on Marketing and Technologies ICMarkTech 2024 held at University of Azores Ponta Delgada Azores Portugal between December 5 and 7 2024 It covers up to date cutting edge research on artificial intelligence applied in marketing virtual and augmented reality in marketing business intelligence databases and marketing data mining and big data marketing data science web marketing e commerce and v commerce social media and networking geomarketing and IoT marketing automation and inbound marketing machine learning applied to marketing customer data management and CRM and neuromarketing technologies

Computational Probability John H. Drew, Diane L. Evans, Andrew G. Glen, Lawrence Leemis, 2008-01-08 This title organizes computational probability methods into a systematic treatment The book examines two categories of problems Algorithms for Continuous Random Variables covers data structures and algorithms transformations of random variables and products of independent random variables Algorithms for Discrete Random Variables discusses data structures and algorithms sums of independent random variables and order statistics

[The Handbook of Marketing Research](#) Rajiv Grover, Marco Vriens, 2006-06-23 The Handbook of Marketing Research comprehensively explores the approaches for delivering market insights for fact based decision making in a market oriented firm

Handbook of Research on Distribution Channels Charles A. Ingene, James R. Brown, the late Rajiv P. Dant, 2019 Distribution channels are the most complex element of the marketing mix to fully grasp and to profitably manage In this Handbook the authors present cutting edge research on channel management and design from analytical conceptual and empirical perspectives The breadth of this Handbook makes it appropriate for use in a doctoral course on distribution channels or as a knowledge broadening resource for faculty and researchers who wish to understand types of channels research that are outside the scope of their own approach to distribution

Inventory and Supply Chain Management with Forecast Updates Suresh P. Sethi, Housim Yan, Hanqin Zhang, 2006-03-30 Inventory and Supply Chain

Management with Forecast Updates is concerned with the problems of inventory and supply chain decision making with information updating over time The models considered include inventory decisions with multiple sources and delivery modes supply contract design and evaluation contracts with exercise price volume flexible contracts allowing for spot market purchase decisions and competitive supply chains Real problems are formulated into tractable mathematical models which allow for an analysis of various approaches and provide insights for better supply chain management The book provides a unified treatment of these models presents a critique of the existing results and points out potential research directions Attention is focused on solutions that is inventory decisions prior and subsequent to information updates and the impact of the quality of information on these decisions

Multiple Criteria Decision Analysis: State of the Art Surveys Salvatore Greco, 2006-01-20 Multiple Criteria Decision Analysis State of the Art Surveys provides survey articles and references of the seminal or state of the art research on MCDA The material covered ranges from the foundations of MCDA over various MCDA methodologies outranking methods multiattribute utility and value theories non classical approaches to multiobjective mathematical programming MCDA applications and software This vast amount of material is organized in 8 parts with a total of 25 chapters More than 2000 references are listed

To Queue or Not to Queue Refael Hassin, Moshe Haviv, 2012-12-06 The literature on equilibrium behavior of customers and servers in queuing systems is rich However there is no comprehensive survey of this field Moreover what has been published lacks continuity and leaves many issues uncovered One of the main goals of this book is to review the existing literature under one cover Other goals are to edit the known results in a unified manner classify them and identify where and how they relate to each other and fill in some gaps with new results In some areas we explicitly mention open problems We hope that this survey will motivate further research and enable researchers to identify important open problems The models described in this book have numerous applications Many examples can be found in the cited papers but we have chosen not to include applications in the book Many of the ideas described in this book are special cases of general principles in Economics and Game Theory We often cite references that contain more general treatment of a subject but we do not go into the details we have highlighted the results For each topic covered in the book that in our opinion are the most important We also present a brief discussion of related results The content of each chapter is briefly described below Chapter 1 is an introduction It contains basic definitions models and solution concepts which will be used frequently throughout the book

Handbook of Marketing Barton A Weitz, Robin Wensley, 2006-08-11 NEW IN PAPERBACK The Handbook of Marketing is different that Barton Weitz and Robin Wensley are its editors should suggest something out of the ordinary A glance at the contributors e g Wilkie Webster Day Shocker Keller Hauser Winer Stewart Parasuraman Zeithaml puts the matter to rest The Handbook is an extraordinary effort The blurb on the dust jacket is an understatement the Handbook will be invaluable to advanced undergraduates graduate students academics and thoughtful practitioners in marketing the book is far more than that in short the Handbook is probably

invaluable to all academic researchers Journal of Marketing Handbook of Marketing is a rich compilation of thorough reviews in the field of marketing management The editors have selected premier marketing scholars and have given them the opportunity to examine their area of expertise in a format much less confining than those provided by the major journals in the field The authors have taken this opportunity and have done an outstanding job not only of reviewing and structuring the extensive body of thought in many major areas of marketing management but also of providing valuable suggestions for further research They have brought together major contributions from the field of marketing and from other related disciplines I strongly encourage marketing scholars to consider Handbook of Marketing The text will certainly appeal to those with interests in marketing management it may also be useful to those who are more focused on methodological issues but interested in topics that need additional rigorous investigation In summary Weitz and Wensley should be congratulated for the excellent work in developing Handbook of Marketing The book fills a major void in the marketing literature on marketing management and will serve the discipline for many years to come Journal of Marketing Research This text achieves the rare goal of covering marketing clearly and deeply with no unnecessary examples or pretty pictures For the enquiring mind it is a wonderful link between a basic knowledge of marketing concepts and a grasp of where research in marketing is taking us Ken Simmonds Emeritus Professor of Marketing and International Business London Business School The Handbook of Marketing presents a major retrospective and prospective overview of the field of marketing and provides a landmark reference at a time when many of the traditional boundaries and domains within the marketing discipline have been subject to change A high calibre collection compiled by an international and extremely distinguished advisory board of marketing academics With contributions from leading scholars in the field each covering the latest research issues in particular areas of expertise Each chapter provides the necessary background for study and research of specific empirical and theoretical topics in marketing The Handbook of Marketing will be invaluable to advanced undergraduates graduate students and academics in marketing International Advisory Board Sonke Albers Christian Albrechts University of Kiel Germany Erin Anderson INSEAD France Rick Bagozzi Rice University USA Patrick Barwise London Business School Rod Brodie University of Auckland Anne T Coughlan Northwestern University George Day University of Pennsylvania Lars Gunnar Mattsson Stockholm School of Economics Hubert Gatignon INSEAD France H kan H kansson The Norwegian School of Management Stephen J Hoch University of Pennsylvania USA Kevin Keller Dartmouth College USA Donald Lehmann Columbia University USA Gilles Laurent HEC France Leonard Lodish University of Pennsylvania Richard Lutz University of Florida David Midgley INSEAD France David Montgomery Stanford University USA William Perreault University of North Carolina USA John Roberts Stanford University USA Allan Shocker University of Minnesota Piet Vanden Abeele Vlerick Leuven Gent Management School Belgium Russell Winer University of California Berkeley USA Dick Wittink Yale School of Management USA *Stochastic Linear Programming* Peter Kall,János Mayer,2005 CONTENIDO Basic Linear Programming

Prerequisites Nonlinear Programming Prerequisites Single Stage SLP models Models involving probability functions Quantile functions Value at Risk Models based on expectation Models built with deviation measures Modeling risk and opportunity Risk measures Multi stage SLP models The general SLP with recourse The two stage SLP The multi stage SLP Algorithms Single stage models with separate probability functions Single stage models with joint probability functions Single stage models based on expectation Single stage models involving VaR Single stage models with deviation measures Two stage recourse models Multistage recourse models Modeling systems for SLP **Real-Time Management of Resource**

Allocation Systems Spyros A. Reveliotis, 2006-07-18 Real Time Management of Resource Allocation Systems focuses on the problem of managing the resource allocation taking place within the operational context of many contemporary technological applications including flexibly automated production systems automated railway and or monorail transportation systems electronic workflow management systems and business transaction supporting systems A distinct trait of all these applications is that they limit the role of the human element to remote high level supervision while placing the burden of the real time monitoring and coordination of the ongoing activity upon a computerized control system Hence any applicable control paradigm must address not only the issues of throughput maximization work in process inventory reduction and delay and cost minimization that have been the typical concerns for past studies on resource allocation but it must also guarantee the operational correctness and the behavioral consistency of the underlying automated system The resulting problem is rather novel for the developers of these systems since in the past many of its facets were left to the jurisdiction of the present human intelligence It is also complex due to the high levels of choice otherwise known as flexibility inherent in the operation of these environments *An Annotated Timeline of Operations Research* Saul I. Gass, Arjang A. Assad, 2007-02-15 An

Annotated Timeline of Operations Research An Informal History recounts the evolution of Operations Research OR as a new science the science of decision making Arising from the urgent operational issues of World War II the philosophy and methodology of OR has permeated the resolution of decision problems in business industry and government The Timeline chronicles the history of OR in the form of self contained expository entries Each entry presents a concise explanation of the events and people under discussion and provides key sources where further relevant information can be obtained In addition books and papers that have influenced the development of OR or helped to educate the first generations of OR academics and practitioners are cited throughout the book Starting in 1564 with seminal ideas that form the precursors of OR the Timeline traces the key ideas and events of OR through 2004 The Timeline should interest anyone involved in OR researchers practitioners academics and especially students who wish to learn how OR came into being Further the scope and expository style of the Timeline should make it of value to the general reader interested in the development of science and technology in the last half of the twentieth century The Theory and Practice of Revenue Management Kalyan T. Talluri, Garrett J. van Ryzin, Garrett Van Ryzin, 2005-02-23 Revenue management RM has emerged as one of the most important new business

practices in recent times This book is the first comprehensive reference book to be published in the field of RM It unifies the field drawing from industry sources as well as relevant research from disparate disciplines as well as documenting industry practices and implementation details Successful hardcover version published in April 2004

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