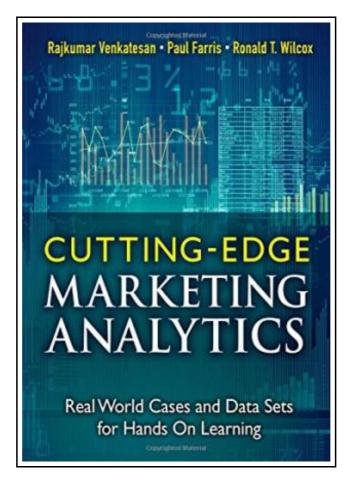
Cutting Edge Marketing Analytics: Real World Cases and Data Sets for Hands on Learning (Hardback)



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Reviews

Very helpful to all class of folks. Better then never, though i am quite late in start reading this one. You can expect to like just how the blogger create this pdf. (Mandy Larson)

CUTTING EDGE MARKETING ANALYTICS: REAL WORLD CASES AND DATA SETS FOR HANDS ON LEARNING (HARDBACK)



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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 yourself. As you proceed, you ll gain an in-depth understanding of: * The real value of marketing analytics * How to integrate quantitative 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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