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Changes in the marketplace and are barraged with an ever increasing amount of information. While many view traditional marketing as art and some view it as science, the new marketing increasingly looks like

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The 21st century business environment demands more analysis and rigor in marketing decision making.

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Increasingly, marketing decision making resembles design engineering—putting together concepts, data, analyses, and simulations to learn about the marketplace and to design effective marketing plans. While many

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how they drive the collection of the right data and information to perform the right analyses to make better marketing plans, better product designs, and better marketing decisions. What's New In the 2nd

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Edition While much has changed in the nearly five years since the first edition of Principles of Marketing Engineering was published, much has remained the same. Hence, we have not changed the basic structure

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Gary Lilien or contents of the book. We have, however Updated the examples and references. Added new content on customer lifetime value and customer valuation methods. Added several new pricing models. Added new material

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on "reverse perceptual mapping" to describe some exciting enhancements to our Marketing Engineering for Excel software. Provided some new perspectives on the future of Marketing Engineering. Provided better

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alignment between the content of the text and both the software and cases available with Marketing Engineering for Excel 2.0.

The 21st century business environment demands more

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Analysis and rigor in marketing decision making. And the business press is abuzz with the wonders of analytics. Increasingly, marketing decision making is becoming like design engineering- putting

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Together, concepts, data, analyses, and simulations to learn about the marketplace (analytics) and to design effective marketing plans (engineering). While many view traditional marketing as art and some view it as

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Analytics concepts and tools and show how they drive the collection of the right data and information to perform the right analyses to make better marketing plans, better product designs, and better marketing decisions.

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Marketing engineering and analytics. The interested reader can go beyond the conceptual material in this book and learn how to apply these concepts using the software tools, cases and exercises available at

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www.DecisionPro.biz. That material, in concert with the descriptions here will both inform the reader and translate the concepts here into context-specific decisions and actions.

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Cary Lilien customer retention, customer acquisition and retention, customer churn, and customer win back.

Statistical Methods in Customer

Relationship Management:

Provides an overview of a

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CRM system, introducing key concepts and metrics needed to understand and implement these models. Focuses on five CRM models: customer acquisition, customer retention, customer churn, and customer win back

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with supporting case studies. Explores each model in detail, from investigating the need for CRM models to looking at the future of the models. Presents models and concepts that span across the introductory, advanced,

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and specialist levels.

Academics and practitioners involved in the area of CRM as well as instructors of applied statistics and quantitative marketing courses will benefit from this book.

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You're sitting in a windowless conference room. Twenty minutes into the meeting the presenter finally makes it to slide four of a thirty two- slide deck. At least you can read

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Gary Lilien, unlike the others, which were crammed with numbers, graphs and charts. You look around, wondering if anyone else is following the presentation. Just about everyone these days suffers from information overload

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the 24/7 explosion from our computers, smartphones, media, colleagues, and customers. Information is essential to making intelligent decisions, but more often than not, it simply overwhelms us. It's

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Gary Lilien like trying to drink from a fire hose. The question isn't how to stop all those e-mails, meetings, conference calls, and fat reports; that's impossible. The question is what to do with them. How do you find

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the truly essential nuggets of information and use them with confidence? The solution proposed by Christopher Frank and Paul Magnone sounds deceptively simple: Learn how to ask the right questions at the right

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time. Whatever field you're in, asking smarter questions will expose you to new information, point you to connections between seemingly unrelated facts, and open new avenues of discussion with your

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Colleagues. The authors explain the seven questions that can help you bring a big-picture perspective to problems that often leave others buried in irrelevant details. And they show through real-life case

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Studies—including Trader Joe's, Starbucks, Kodak, Microsoft, iRobot, and IBM—how their method can have a dramatic impact. It really is possible to convert the fire hose of information into useful insights.

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Consider a nonbusiness example: the 2010 Icelandic volcano eruption that sent a giant ash cloud toward Europe. Tens of thousands of flights were canceled and five million passengers stranded, leading to

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billions in economic losses. Europe's best scientists generated oceans of data and carefully modeled the cloud's dispersion pattern. But no one could answer the essential question: Was the concentration of volcanic

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Cash in the air enough to damage a jet engine? Without that key answer, all the carefully gathered facts were useless to the decision makers. Once you adopt the seven questions, you'll start having more productive

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Brainstorming sessions. You'll answer critical questions faster and find unexpected solutions to important problems. And you'll get better at communicating to your colleagues with more clarity

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Gary Lilien and focus, turning down the fire hose that other people have to cope with.

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Marshall, including The 80/20 Power Curve, a tool that helps you see invisible money, and a Marketing DNA Test, a personal assessment that zeroes in on one's natural selling assets, this timeless guide promises to

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Change the game for seasoned and novice marketers and sellers.

This book and associated software (available separately) aims to train business students to

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translate marketing concepts into context specific operational decisions and actions using analytical, quantitative, and computer modeling techniques

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