



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

By Rajkumar Venkatesan, Paul W. Farris, Ronald T. Wilcox

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 ll 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 \*...



**READ ONLINE**  
[ 4.58 MB ]

### Reviews

*It becomes an amazing pdf which i actually have at any time read through. This can be for all those who statte there had not been a worthy of reading through. You wont sense monotony at anytime of your own time (that's what catalogues are for relating to should you check with me).*

-- **Claud Kris**

*If you need to adding benefit, a must buy book. It is writter in easy words and phrases and not difficult to understand. Your daily life span is going to be transform when you complete reading this article publication.*

-- **Ricky Leannon**

## Relevant Books



### **Oxford First Illustrated Maths Dictionary**

Oxford University Press, United Kingdom, 2013. Paperback. Book Condition: New. 234 x 180 mm. Language: English . Brand New Book. The Oxford First Illustrated Maths Dictionary supports the curriculum and gives your child a head start in understanding first maths concepts. Organised...



### **I Am Reading: Nurturing Young Children s Meaning Making and Joyful Engagement with Any Book**

Heinemann Educational Books, United States, 2015. Paperback. Book Condition: New. 234 x 185 mm. Language: English . Brand New Book. It s vital that we support young children s reading in ways that nurture healthy reading identities, that foster an attraction to...



### **Oxford Very First Dictionary**

Oxford University Press, United Kingdom, 2012. Paperback. Book Condition: New. Georgie Birkett (illustrator). 234 x 182 mm. Language: English . Brand New Book. A fully illustrated alphabetical first dictionary for 4-5 year-olds. A fresh new look for the Oxford Very First Dictionary...



### **See You Later Procrastinator: Get it Done**

Free Spirit Publishing Inc.,U.S., United States, 2009. Paperback. Book Condition: New. 175 x 127 mm. Language: English . Brand New Book. Kids today are notorious for putting things off-it s easy for homework and chores to take a backseat to playing video...



### **Twitter Marketing Workbook: How to Market Your Business on Twitter**

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. Workbook. 279 x 216 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Twitter Marketing Workbook 2016 Learn how to market your business on Twitter for free A best-selling...



### **Readers Clubhouse Set B What Do You Say**

Barron s Educational Series, United States, 2006. Paperback. Book Condition: New. Ann Losa (illustrator). 142 x 13 mm. Language: English . Brand New Book. This is volume six, Reading Level 2, in a comprehensive program (Reading Levels 1 and 2)for beginning readers.Two...