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Essential Readings in Marketing Sales Promotion Business buying behavior : a conference summary ; Marketing Science Institute conference, held March 9-11, 1988, in Peachtree City, GA Relationship Marketing Assessing Marketing Strategy Performance The Changing World of Marketing Multinational Product Management Branding and Brand Equity Effective Sales Promotion Advertising Effects Marketing Metrics and Financial Performance Essential Readings in Marketing Developing a marketing orientation Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses Developing a Market Orientation Consumer Satisfaction and Dissatisfaction How Brands Grow Publications Business Buying Behavior Effective Television Advertising Marketing Metrics Social Media for Scientific Institutions Knowledge Development in Marketing Marketing Metrics Making More Effective Use of Market Information Building Distinctive Brand Assets Viral Marketing MSI, a Perspective at Twenty Years The History of Marketing Science Building an Information Strategy for Scanner Data Social Networks and Marketing Using Market Knowledge 1996 Report Summaries Collection Marketing Research and Modeling: Progress and Prospects Marketing Dynamism & Sustainability: Things Change, Things Stay the Same... Future Directions for Marketing Building Customer-based Brand Equity Proceedings of the 1993 Academy of Marketing Science (AMS) Annual Conference Social Media Intelligence From Little's Law to Marketing Science

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A guide to important research in marketing, with abstracts of over 200 papers and bibliographical references to more, organized by topic. Your Definitive, Up-to-Date Guide to Marketing Metrics--Choosing Them, Implementing Them, Applying Them This award-winning guide will help you accurately quantify the performance of all your marketing investments, increase marketing ROI, and grow profits. Four renowned experts help you apply today's best practices for assessing everything from brand equity to social media, email performance, and rich media interaction. This updated edition shows how to measure costly sponsorships, explores links between marketing and financial metrics for current and aspiring C-suite decision-makers; presents better ways to measure omnichannel marketing activities; and includes a new section on accountability and standardization in marketing measurement. As in their best-selling previous editions, the authors present pros, cons, and practical guidance for every technique they cover. Measure promotions, advertising, distribution, customer perceptions, competitor power, margins, pricing, product portfolios, salesforces, and more Apply web, online, social, and mobile metrics more effectively Build models to optimize planning and decision-making Attribute purchase decisions when multiple channels interact Understand the links between search and distribution, and use new online distribution metrics Evaluate marketing's impact on a publicly traded firm's financial objectives Whatever your marketing role, Marketing Metrics will help you choose the right metrics for every task--and capture data that is valid, reliable, and actionable. This book covers relevant topics of social media in the area of research institutes.

Daniel Hurrle and Julia Postatny follow the research question of how social media can empower the communication of such institutes by using the example of the Berlin-Brandenburg Academy of Sciences and Humanities. Based on a comprehensive analysis of the designated target group of young academics, a holistic social media concept is developed with clear guidelines for immediate application and implementation. Diagrams, illustrations, models and short summaries after each section facilitate the understanding of the process and complex decisions and lead the reader gently through the topic. In the world of Facebook, Twitter and Yelp, water-cooler conversations with co-workers and backyard small talk with neighbors have moved from the physical world to the digital arena. In this new landscape, organizations ranging from Fortune 500 companies to government agencies to political campaigns continuously monitor online opinions in an effort to guide their actions. Are consumers satisfied with our product? How are our policies perceived? Do voters agree with our platform? Measuring online opinion is more complex than just reading a few posted reviews. Social media is replete with noise and chatter that can contaminate monitoring efforts. By knowing what shapes online opinions, organizations can better uncover the valuable insights hidden in the social media chatter and better inform strategy. This book can help anyone facing the challenge of making sense of social media data to move beyond the current practice of social media monitoring to more comprehensive use of social media intelligence. Using original research from more than 2 years of work, 5 different data sets, around 1000 videos, 9 individual studies and a large team of researchers from the Ehrenberg-Bass Institute for Marketing Science, Viral Marketing offers solid advice on the nebulous business of video sharing. Dr Nelson-Field reports new knowledge on sharing, memory and the influence of creative devices. Offers useful perspectives to academic researchers interested in better understanding the conceptual underpinnings of relationships and to managers seeking to build effective relationships with customers. This book is for anyone with a brand. It is a book about future-proofing your brand's identity. It will help you set up a long-term strategy to build Distinctive Assets, and tell you what you need to do to protect them. Do you want to get better at branding? You'll learn which strategies and actions work, as well as which ones don't, to help you take advantage of opportunities and avoid minefields. Building Distinctive Brand Assets is for anyone with a brand logo, font or colour scheme, and is essential reading for

those who have wondered if (or have been told) it's time for a change. Readers will learn how to set up a long-term strategy to build a strong brand identity, and how to make use of knowledge, metrics and management systems in order to build and protect a brand's Distinctive Assets. *Building Distinctive Brand Assets* is divided into three sections that capture the processes involved in brand asset creation, implementation and ongoing management. The first section is focuses on strategy, and covers how Distinctive Assets are created and their role in a broader brand equity building. The second section covers measurement approaches, and how to use and interpret key metrics. The third section delves into the strengths and weaknesses of different types of assets and introduces the idea of a Distinctive Asset palette. This section also outlines how to set up a Distinctive Asset management system to provide an early warning system to identify potential threats before they evolve into major issues. The field of marketing science has a rich history of modeling marketing phenomena using the disciplines of economics, statistics, operations research, and other related fields. Since it is roughly 50 years from its origins, *The History of Marketing Science* is a timely review of the accomplishments of marketing scientists in a number of research areas. Different research areas of marketing science, such as Pricing, Internet Marketing, Diffusion Models, and Advertising, are treated to a highly readable and easy-to-digest historical analysis by the contributing authors. Each chapter provides a chronological timeline of key historical developments in the area of marketing science covered. Readers of other disciplinary backgrounds outside of economics, statistics, and operations research will be more than able to appreciate the development of marketing science as a field of research and its pioneers through the book. Contents: *The History of Marketing Science: Beginnings* (Scott A Neslin and Russell S Winer) *Methods: Brand Choice Models* (Gary J Russell) *Conjoint Analysis* (Vithala R Rao) *Innovation Diffusion* (Eitan Muller) *Econometric Models* (Dominique M Hanssens) *Market Structure Research* (Steven M Shugan) *Stochastic Models of Buyer Behavior* (Peter S Fader, Bruce G S Hardie and Subrata Sen) *Management: Advertising Effectiveness* (Gerard J Tellis) *Branding and Brand Equity Models* (Tulin Edem and Joffre Swait) *Distribution Channels* (Richard Staelin and Eunhyu Lee) *Customer Relationship Management (CRM)* (Scott A Neslin) *Digital and Internet Marketing* (Wendy W Moe and David A Schweidel) *New Products Research*

(Donald R Lehmann and Peter N Golder)Organizational Buying Behavior (Gary L Lilien)Pricing (Russell S Winer)Sales Force Productivity Models (Murali K Mantrala)Sales Promotions (Kusum L. Ailawadi and Sunil Gupta)

Readership: Students of marketing science; researchers in the science of marketing; and general public interested in 50 years of marketing science history. Key Features:Provides a roadmap of the development of 16 areas of marketing science that is useful from a historical perspective and identifies the important gaps in the literature that can provide an impetus for future researchA great resource for the main consumers of the academic marketing research literature: doctoral students, faculty, and marketing science practitioners in consulting firms and companiesEmphasizes both the role and the importance that pioneers in marketing science have had in the rapid development of the field over the past 50 yearsKeywords:Marketing;Marketing Science;Marketing Models;Quantitative Analysis;History of Marketing

The NEW Rulebook for Entrepreneurial Success What's the surest way to startup failure? Follow old, outdated rules. In Content Inc., one of today's most sought-after content-marketing strategists reveals a new model for entrepreneurial success. Simply put, it's about developing valuable content, building an audience around that content, and then creating a product for that audience. Notice a shift? Author Joe Pulizzi flips the traditional entrepreneurial approach of first creating a product and then trying to find customers. It's a brilliant reverse-engineering of a model that rarely succeeds. The radical six-step business-building process revealed in this book is smart, simple, practical, and cost-effective. And best of all, it works. It's a strategy Pulizzi used to build his own successful company, Content Marketing Institute, which has landed on Inc. magazine's list of fastest growing private companies for three years straight. It's also a strategy countless other entrepreneurs use to build their own multi-million dollar companies. Build an audience and you'll be able to sell pretty much anything you want. Today's markets are more dynamic and customers are more fickle than ever before. Why would you put all your eggs in one basket before securing a loyal customer base? Content Inc. shows you how to get customers first and develop products later. It's the best way to build a solid, long-lasting business positioned for today's content-driven world. This is the simple but profoundly successful entrepreneurial approach of one of today's most creative business minds. A pioneer of content marketing, Pulizzi has cracked to code when it comes to the power of content in a world

where marketers still hold fast to traditional models that no longer work. In *Content Inc.*, he breaks down the business-startup process into six steps, making it simple for you to visualize, launch, and monetize your own business. These steps are:

- The “Sweet Spot”: Identify the intersection of your unique competency and your personal passion
- Content Tilting: Determine how you can “tilt” your sweet spot to find a place where little or no competition exists
- Building the Base: Establish your number-one channel for disseminating content (blog, podcast, YouTube, etc.)
- Harvesting Audience: Use social-media and SEO to convert one-time visitors into long-term subscribers
- Diversification: Grow your business by expanding into multiple delivery channels
- Monetization: Now that your expertise is established, you can begin charging money for your products or services

This model has worked wonders for Pulizzi and countless other examples detailed in the book. Connect these six pieces like a puzzle, and before you know it, you’ll be running your own profitable, scalable business. Pulizzi walks you step by step through the process, based on his own success (and failures) and real-world multi-million dollar examples from multiple industries and countries. Whether you’re seeking to start a brand-new business or drive innovation in an existing one, *Content Inc.* provides everything you need to reverse-engineer the traditional entrepreneurial model for better, more sustainable success. Joe Pulizzi is an entrepreneur, professional speaker, and podcaster. He is the founder of several startups, including the Content Marketing Institute (CMI), recognized as the fastest growing business media company by *Inc. magazine* in 2014. CMI produces *Content Marketing World*, the world’s largest content marketing event, and publishes the leading content marketing magazine, *Chief Content Officer*. Pulizzi’s book *Epic Content Marketing* was named one of *Fortune magazine’s* Five Must Read Business Books of the Year. The legacy of a pioneer in operations research and marketing science. John D. C. Little of MIT’s Sloan School of Management is famous for his contributions to operations research and marketing science. He formulated a fundamental theorem in queuing theory known as Little’s Law, which is used widely in a variety of fields. His work on such topics as optimal advertising experimentation, advertising budgeting, and aggregate marketing models, and its subsequent applications, has generated entire streams of research. This volume gathers papers from prominent researchers, including many of Little’s colleagues and former colleagues, that reflect this pioneering scholar’s lasting influence.

The book includes a profile of Little, detailing his career accomplishments; writings on managerial models, including papers on advertising media selection, customer lifetime value, and micromarketing; discussions of decision information models, covering topics that range from customer channel choice to stochastic variance assumption; and (in a paper coauthored by Little) an examination of Little's Law today. Contributors Makoto Abe, Rene Befurt, André Bonfrer, Robert Bordley, Maria Luisa Cepriani, Peter J. Danaher, Xavier Drèze, Daria Dzyabura, Theodoros Evgeniou, Fred M. Feinberg, John R. Hauser, Kamel Jedidi, Laoucine Kerbache, Janghyuk Lee, Guilherme (Gui) Liberali, John D. C. Little, Erin MacDonald, Dina Mayzlin, Wendy W. Moe, Elisa Montaguti, Ricardo Montoya, Pamela D. Morrison, Scott A. Neslin, Oded Netzer, John H. Roberts, Linda Court Salisbury, Jiwoong Shin, Rajendra Srivastava, Olivier Toubia, Michael Trusov, Glen L. Urban, Sara Valentini, Masahiko Yamanaka

Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science. This volume includes the full proceedings from the 2012 Academy of Marketing Science (AMS) Annual Conference held in New Orleans, Louisiana, entitled Marketing Dynamism & Sustainability: Things Change, Things Stay the Same. Marketing Research and Modeling addresses state of the art developments including new techniques and methodologies by leading experts in marketing and marketing research. This work emphasizes new developments in Bayesian Decision Analysis, Multivariate Analysis, Multidimensional Scaling, Conjoint Analysis, Applications of Conjoint and MDS technique, Data Mining, Cluster Analysis, and Neural Networks. Now updated with new techniques and even more practical insights, this is the definitive guide to today's most valuable marketing metrics. Four leading marketing researchers help you choose the

right metrics for every challenge, and use models and dashboards to translate numbers into real management insight. Marketing Metrics: The Manager's Guide to Measuring Marketing Performance, Third Edition now contains: Important new coverage of intangible assets A rigorous and practical discussion of quantifying the value of information More detail on measuring brand equity A complete separate chapter on web, SEM, mobile, and "digital" metrics Practical linkages to Excel, showing how to use functions and Excel Solver to analyze marketing metrics An up-to-date survey of free metrics available from Google and elsewhere Expanded coverage of methodologies for quantifying marketing ROI The authors show how to use marketing dashboards to view market dynamics from multiple perspectives, maximize accuracy, and "triangulate" to optimal solutions. You'll discover high-value metrics for virtually every facet of marketing: promotional strategy, advertising, and distribution; customer perceptions; market share; competitors' power; margins and pricing; products and portfolios; customer profitability; sales forces, channels, and more. For every metric, the authors present real-world pros, cons, and tradeoffs — and help you understand what the numbers really mean. Last but not least, they show you how to build comprehensive models to support planning — and optimize every marketing decision you make. Marketing Metrics, Third Edition will be invaluable to all marketing executives, practitioners, analysts, consultants, and advanced students interested in quantifying marketing performance.

Market orientation is best defined as an organization-level culture, a set of shared values and beliefs about putting the customer first in business planning. This book demonstrates the importance of market orientation on organizational culture (the shared set of values for putting customers first), on strategy (the creation of superior value for a firm's customers), and on tactics (the set of cross-functional activities directed at creating and satisfying customers). This volume includes the full proceedings from the 1993 Academy of Marketing Science (AMS) Annual Conference held in Miami Beach, Florida. The research and presentations offered in this volume cover many aspects of marketing science including marketing strategy, consumer behavior, business-to-business marketing, international marketing, retailing, marketing education, among others. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members

and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science. This book provides evidence-based answers to the key questions asked by marketers every day. Tackling issues such as how brands grow, how advertising really works, what price promotions really do and how loyalty programs really affect loyalty, How Brands Grow presents decades of research in a style that is written for marketing professionals to grow their brands. "Offering a diverse set of approaches, from stock market response modeling to historical analysis, Assessing Marketing Strategy Performance aims to foster new and more effective thinking about the value of marketing and the productivity of marketing investments. It will be a valuable resource to those seeking to better understand marketing's role in the firm"-- Drawing on a collection of outstanding papers from the prestigious Marketing Science Institute, Editor Rohit Desphande, has assembled, in a single source, the key research on market knowledge management and the best information available for new ideas on what's next. The contributing authors are top-notch scholars from leading business schools including Harvard, MIT, and Wharton.

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