

13 of 13 people found the following review helpful. Limited Practical Applicability
By Dan Zetu
As a real world practitioner, I've found this book to be of limited use and little value for the money. The book's chapters are more like extended review papers, with disproportionate focus on complicated mathematical formulae and citations from academic papers. There are very few numerical examples, if any, and virtually no material at all about implementation in practice. This book is perhaps best suited for Ph.D. level graduate students who want to get a quick start in their field of study, rather than for practitioners. Unfortunately, marketplace is still severely lacking a book on marketing decision models that is useful for practitioners.

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. Handbook of Marketing Decision Models presents the state of the art in marketing decision models. The book deals with new modeling areas, such as customer relationship management, customer value and online marketing, as well as recent developments in other advertising, sales promotions, sales management, and competition are dealt with. New developments are in consumer decision models, models for return on marketing, marketing management support systems, and in special techniques such as time series and neural nets.

From the reviews: "This handbook gives an overview of academic research on one facet of marketing: quantitative models. Each chapter contains a very sizable bibliography, which leads to an impressive consolidated citations index of over 1,000 authors. The volume is a valuable reference for academic researchers and for students writing theses in quantitative marketing models." (L-F. Pau, ACM Computing s, April, 2009)
From the Back Cover
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.