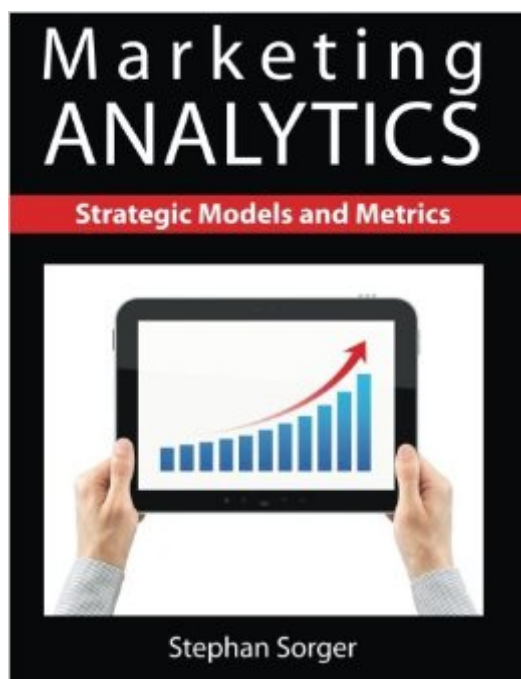


The book was found

# Marketing Analytics: Strategic Models And Metrics



## Synopsis

Marketing Analytics: Strategic Models and Metrics offers marketing students and professionals a practical guide to strategic decision models and marketing metrics. The tools described in the book will aid marketers in making intelligent decisions to drive revenue and results in their organizations. The book contains a wealth of information on marketing analytics: Almost 500 pages of text, covering a wide variety of decision models and metrics Nearly 400 figures, including diagrams, tables, and charts Step-by-step instructions on market segmentation, conjoint analysis, and other techniques Current examples demonstrating how organizations are applying models and metrics

The list of chapters below includes a sample of the topics: Chapter 1. Introduction - Introduction to marketing analytics Chapter 2. Market Insight - Market sizing and trend analysis Chapter 3. Market Segmentation - Segment identification, analysis, and strategy Chapter 4. Competitive Analysis - Competitor identification, analysis, and strategy Chapter 5. Business Strategy - Analytics-based strategy selection Chapter 6. Business Operations - Forecasting, predictive analytics, and data mining Chapter 7. Product and Service Analytics - Conjoint analysis and product/service metrics Chapter 8. Price Analytics - Pricing techniques and assessment Chapter 9. Distribution Analytics - Analytics-based channel evaluation and selection Chapter 10. Promotion Analytics - Promotion budget estimation and allocation Chapter 11. Sales Analytics - Metrics for sales, profitability, and support Chapter 12. Analytics in Action - Pivot tables and data-driven presentations

Edition: First Edition, Version 1.1, introduced November 2013. Revision 1.1 incorporates minor corrections and edits. It retains the same layout as the original release (First Edition, Version 1.0). See [StephanSorger.com](http://StephanSorger.com) for a complete record of all changes.

## Book Information

Paperback: 498 pages

Publisher: CreateSpace Independent Publishing Platform; 1 edition (January 31, 2013)

Language: English

ISBN-10: 1481900307

ISBN-13: 978-1481900300

Product Dimensions: 7.4 x 1.1 x 9.7 inches

Shipping Weight: 2.4 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 starsÂ Â See all reviewsÂ (46 customer reviews)

Best Sellers Rank: #61,101 in Books (See Top 100 in Books) #53 inÂ Books > Business & Money > Marketing & Sales > Marketing > Research #940 inÂ Books > Business & Money > Management

## Customer Reviews

I will approach this review from an academic angle and share my reactions to the book as I progressed from the first chapters towards the end. The book starts with setting the ground on what Marketing Analytics is as a discipline and dives into different application areas of marketing analytics in the organization. The coverage of the topics in each chapter is self-explanatory with plenty of clearly explained concepts, acronyms and terminology every marketing professional uses and/or comes across every day. From Chapter 3 on, there are advanced concepts around segmentation and modeling which are demonstrated by data and excel based examples, which are very valuable for someone exposed to these techniques for the first time. Reader is guided through excel menus and options while the concept (such as regression, linear optimization etc.) is explained and results of the analysis tied to tangible outcomes. Throughout the book, there are callouts which provide examples (called Marketing Made Measurable) which give mini-cases which ground the concepts covered in each chapter to interesting examples from real life. This practical approach of the book is what makes this a great textbook for a curriculum which has a Marketing Analytics offering at the advanced undergraduate or entry graduate level. I am giving 4 stars since the book is accomplishing a ton by providing a very wide coverage of all the possible topics which are traditionally embedded within the marketing analytics discipline, but as with any other such project, there is room to improve.

[Download to continue reading...](#)

Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Marketing Analytics: Strategic Models and Metrics SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Analytics: Data Science, Data Analysis and Predictive Analytics for Business (Algorithms, Business Intelligence, Statistical Analysis, Decision Analysis, Business Analytics, Data Mining, Big Data) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing,

Social Media Marketing Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know  
Advanced Web Metrics with Google Analytics Metrics and Models in Software Quality Engineering  
Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve  
Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing)  
(Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing &  
Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For  
Beginners, Affiliates) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online  
Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart  
Entrepreneur Guides! Book 2) Affiliate Marketing: Learn to make crazy money with affiliate  
marketing today! A step-by-step online affiliate marketing system to make a lot more money ...  
Online Marketing, Affiliates programs) Network Marketing : How To Recruit Prospect Step By Step  
From Newbies To Professional in network marketing: network marketing, multiple marketing, MLM,  
... Step from Newbies to Professional Book 5) FaceBook: The Top 100 Best Ways To Use  
Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing,  
Social Media Marketing) Data Analytics: Practical Data Analysis and Statistical Guide to Transform  
and Evolve Any Business. Leveraging the Power of Data Analytics, Data ... (Hacking Freedom and  
Data Driven) (Volume 2) Even You Can Learn Statistics and Analytics: An Easy to Understand  
Guide to Statistics and Analytics (3rd Edition) Analytics: Data Science, Data Analysis and Predictive  
Analytics for Business Data Analytics: What Every Business Must Know About Big Data And Data  
Science (Data Analytics for Business, Predictive Analysis, Big Data)

[Dmca](#)