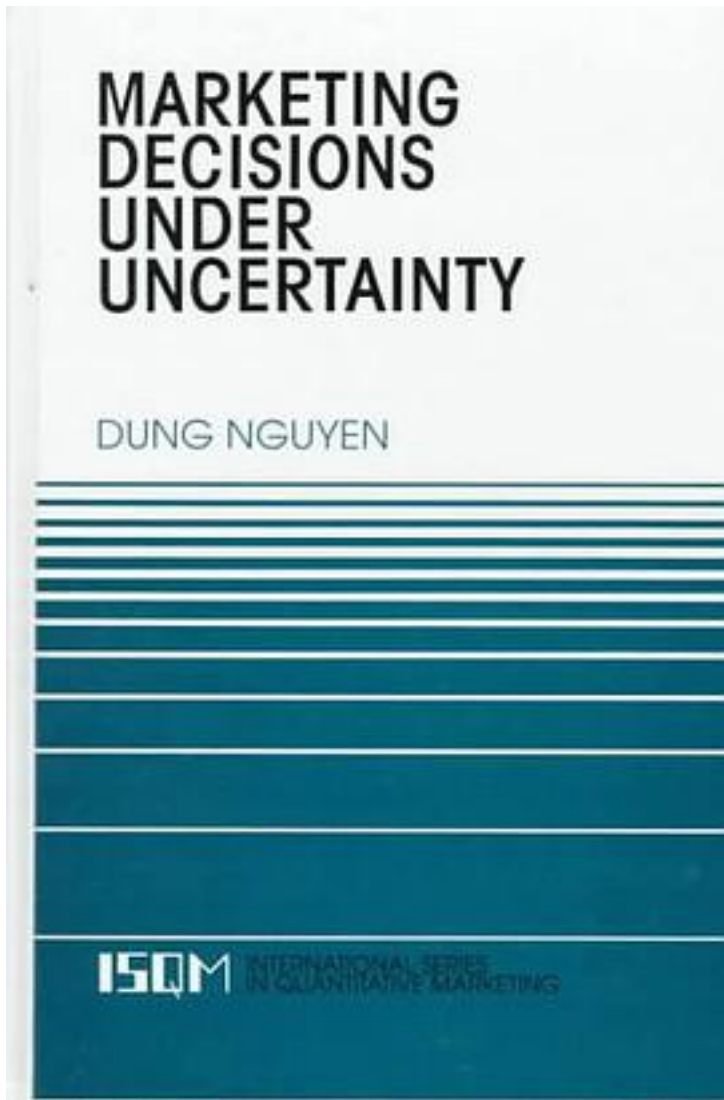


Marketing Decisions Under Uncertainty (International Series in Quantitative Marketing)



[Marketing Decisions Under Uncertainty \(International Series in Quantitative Marketing\) 下载链接1](#)

著者:Dung Nguyen

出版者:Springer

出版时间:1997-08-31

装帧:Hardcover

isbn:9780792399643

Uncertainty plays an important role in marketing decisions such as pricing, promotion, advertising and salesforce management. While there have been significant progresses made in ing marketing behaviors in a stochastic environment, the work is scattered among different sources and focuses mostly on analysis of separate components of the marketing mix. Marketing Decisions Under Uncertainty aims to address key marketing decisions under stochastic conditions in a unified framework within which potential interactions among the firm's marketing efforts may take place. The book begins with static, stochastic formulations of individual marketing decisions for single-product, competitive firms. While formal results are presented and analyzed, empirical, managerial and strategic implications are emphasized throughout the book.

作者介绍:

目录:

[Marketing Decisions Under Uncertainty \(International Series in Quantitative Marketing\) 下载链接1](#)

标签

评论

[Marketing Decisions Under Uncertainty \(International Series in Quantitative Marketing\) 下载链接1](#)

书评

[Marketing Decisions Under Uncertainty \(International Series in Quantitative Marketing\) 下载链接1](#)