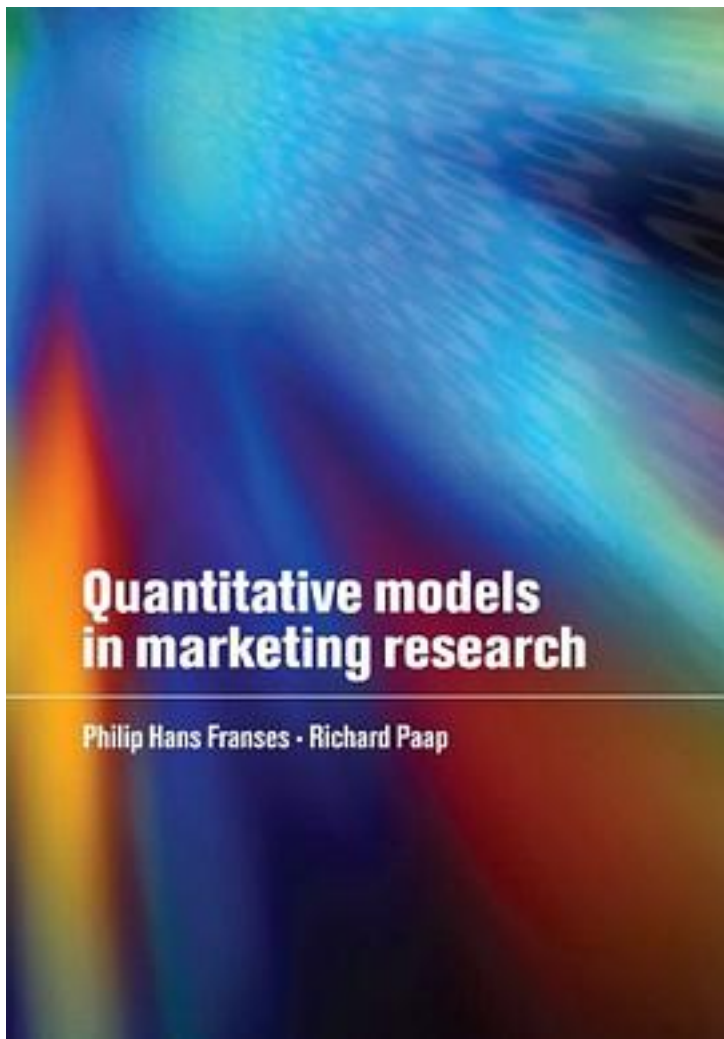


Quantitative Models in Marketing Research



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Advances in data collection and data storage techniques have enabled marketing

researchers to study the individual characteristics of a large range of transactions and purchases, in particular the effects of household-specific characteristics. This 2001 book presents important and practically relevant quantitative models for marketing research. Each model is presented in detail with a self-contained discussion, which includes: a demonstration of the mechanics of the model, empirical analysis, real world examples, and interpretation of results and findings. The reader of the book will learn how to apply the techniques, as well as understand the methodological developments in the academic literature. Pathways are offered in the book for students and practitioners with differing numerical skill levels; a basic knowledge of elementary numerical techniques is assumed.

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