



Cutting Edge Marketing Analytics: Real World Cases and Data Sets for Hands On Learning (FT Press Analytics)

By Rajkumar Venkatesan, Paul Farris, Ronald T. Wilcox

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Master practical strategic marketing analysis through real-life case studies and hands-on examples. In *Cutting Edge Marketing Analytics*, three pioneering experts integrate all three core areas of marketing analytics: statistical analysis, experiments, and managerial intuition. They fully detail a best-practice marketing analytics methodology, augmenting it with case studies that illustrate the quantitative and data analysis tools you'll need to allocate resources, define optimal marketing mixes; perform effective analysis of customers and digital marketing campaigns, and create high-value dashboards and metrics.

For each marketing problem, the authors help you:

- Identify the right data and analytics techniques
- Conduct the analysis and obtain insights from it
- Outline what-if scenarios and define optimal solutions
- Connect your insights to strategic decision-making

Each chapter contains technical notes, statistical knowledge, case studies, and real data you can use to perform the analysis yourself. As you proceed, you'll gain an in-depth understanding of:

- The real value of marketing analytics
- How to integrate quantitative analysis with managerial sensibility
- How to apply linear regression, logistic regression, cluster analysis, and Anova models
- The crucial role of careful experimental design

For all marketing professionals specializing in marketing analytics and/or business intelligence; and for students and faculty in all graduate-level business courses covering Marketing Analytics, Marketing Effectiveness, or Marketing Metrics

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Editorial Review

Review

“*Cutting-Edge Marketing Analytics* presents managers with an excellent roadmap for marketing resource allocation. Based on my experience advising firms, I believe that the material presented in the book strikes the right balance of rigorous analysis and strategic relevance. Case studies presented in the book provide the necessary context for the application of statistical tools and allow managers and MBA students to learn the challenges in implementing analytics.”

--**V. Kumar**, Executive Director, Center for Excellence in Brand and Customer Management, and Director of the Ph.D. Program in Marketing, J. Mack Robinson College of Business, Georgia State University

“This is exactly the book I have been looking for to teach customer analytics! It will fill an important gap in the market as it teaches practical approaches to gain customer insights based on big data that is increasingly available to organizations.”

--**Harald J. van Heerde**, MSc, Ph.D., Research Professor of Marketing, Massey University, School of Communication, Journalism, and Marketing

“Retail’s transformation is still in the early innings. The Internet and mobile have combined to create unprecedented insight into consumer behavior and customer preferences unbound by time or space. Mastery of marketing and customer analytics has become ‘table stakes’ for understanding and pleasing the customer--job one in retail. Practitioners looking for real world applications with a balanced overview of the underlying theory would be well served by reading this book.”

--**Matt Kaness**, Chief Strategy Officer, Urban Outfitters

“I strongly recommend *Cutting-Edge Marketing Analytics* for managers seeking to build an analytics-driven marketing function. In this book, the authors have struck the right balance of analytical sophistication and managerial relevance. The case studies provide a good opportunity for applying the analytics techniques to real problems.”

--**Nino Ninov**, Vice President, Strategic Research and Analysis, Rosetta Stone

From the Back Cover

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This is today's most practical guide to modern marketing analytics. Through cutting-edge case studies, you'll learn how to connect marketing inputs to customer behavior, use predictive models to develop what-if scenarios, and effectively apply analytics to strategy and decision-making.

The authors show how to integrate all three core areas of marketing analytics: statistical analysis, experiments, and managerial intuition. For each of several key marketing challenges, they guide you through planning and performing analyses, exploring options, and using what you learn to improve marketing performance.

Each section provides all the statistical knowledge and sample data you need to conduct your own analyses, paired with real world examples showing how experts are doing it. Then, drawing on their experience with more than 100 marketing executives, the authors offer a complete blueprint for overcoming obstacles to successful implementation.

In *Cutting-Edge Marketing Analytics*, three pioneering experts introduce today's most valuable marketing analytics methods and tools and offer a best-practice methodology for successful implementation. They augment this knowledge with hands on case studies, providing you an opportunity to apply the marketing analytics techniques for solving key problems ranging from resource allocation, segmentation, pricing, campaign management, firm valuation, and digital marketing strategy.

Each section contains technical notes that provide statistical background and case studies. All the case studies are accompanied by real data used by the protagonists to make decisions. As you practice hands on, you'll gain a deeper understanding of the value of marketing analytics, learn to integrate quantitative analysis with your managerial sensibilities, master core statistical tools such as regression and cluster analysis, and discover how to avoid common pitfalls in experimental design.

This text will be invaluable to all marketing professionals interfacing with analytics or specializing in analytics and/or business intelligence and for all students in graduate-level courses on marketing analytics, effectiveness, or metrics.

Methods, tools, and best practices for:

- Resource allocation
- Product analytics
- Marketing mix analytics
- Customer analytics
- Digital analytics
- Effective implementation of analytics in your organization

About the Author

Bank of America Research Professor of Business Administration **Rajkumar Venkatesan** teaches "Marketing Strategy" and "Big Data in Marketing" in the MBA, Executive MBA, and Global Executive MBA programs at Darden. Venkatesan's research focuses on developing customer-centric marketing strategies that provide measurable financial results. Venkatesan's research has appeared in several journals, including the *Harvard Business Review*, *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Science*, *Journal of Retailing*, *Decision Support Systems*, *Marketing Letters*, and *Journal of Service Research*. He serves as an Area Editor of the *Journal of Marketing*. Many of his research publications have been recognized with prestigious awards, such as the Don Lehmann Award and the MSI Alden G. Clayton Award. He has been selected as one of the top 20 rising young scholars in marketing by the Marketing

Science Institute and as one of the top 40 professors of business administration under 40 by *Poets and Quants* magazine.

Professor Venkatesan has consulted and taught in executive education programs on marketing analytics for global firms in the technology, retailing, media, consumer packaged goods, and pharmaceutical industries. For his work with IBM, he was recognized as one of the three finalists worldwide for the Informs Practice Prize Competition.

Before coming to Darden, Venkatesan taught database marketing, marketing research, and quantitative marketing models to graduate students at the University of Connecticut. There, he was the recipient of the MBA Teacher of the Year Award. He received his PhD in marketing from the University of Houston and his BE in computer engineering from the University of Madras.

Landmark Communications Professor **Paul Farris** taught at the Harvard Business School before his appointment at the University of Virginia Darden School of Business Administration. He has worked in marketing management for UNILEVER, Germany, and in account management for the LINTAS advertising agency.

Farris's general research focus is in the area of marketing productivity and measurement. His work has been published in 10 books and more than 70 articles, appearing in professional journals and publications such as the *Wall Street Journal*, *Harvard Business Review*, *Journal of Marketing*, *Marketing Science*, *Management Science*, *Decision Sciences*, *Journal of Interactive Marketing*, *Journal of Advertising Research*, *Journal of Retailing*, *Journal of the Academy of Marketing Science*, and the *Sloan Management Review*. Farris has coauthored award-winning articles on retailer power, marketing strategy, and advertising testing. He has served as an academic trustee of the Marketing Science Institute and is a current or past member of the editorial boards for the *Journal of Marketing*, the *Journal of Retailing*, the *International Journal of Advertising*, *Marketing--Journal of Research and Management*, and the *Journal of Advertising Research*. His current research is on channel conflict and building coherent systems of marketing metrics. His coauthored book, *Marketing Metrics: 50+ Metrics Every Executive Should Master*, was selected by *Strategy + Business* as the 2006 Marketing Book of the Year.

Farris has consulted and taught executive education programs for many international companies. He has served on the boards of retailers, manufacturers, and software companies. Currently, he is on the board of directors of Sto Corp., a building materials company. Farris has also provided expert testimony in a number of marketing-related legal cases.

Ronald T. Wilcox, Ethyl Corporation Professor of Business Administration and Associate Dean of the MBA for Executives Program at the University of Virginia Darden School of Business Administration, teaches the required Marketing course in the MBA and Executive MBA programs as well as the elective "Pricing." He also teaches in numerous Executive Education programs.

His research, focused on the marketing of financial services and its interface with public policy, has appeared in leading marketing and finance journals such as the *Journal of Marketing Research*, *Management Science*, *Marketing Science*, and the *Journal of Business*. His research and writing have also appeared in the *Wall Street Journal*, *Washington Post*, *BusinessWeek*, *Fortune*, *Forbes*, and the *Weekly Standard*. He is a frequent contributor to *Forbes*. He is the author of the book *Whatever Happened to Thrift? Why Americans Don't Save and What to Do About It*, published by Yale University Press.

Wilcox joined the Darden faculty in 2001. He was formerly an assistant professor at the Carnegie Mellon

Graduate School of Industrial Administration and an economist for the U.S. Securities and Exchange Commission.

Users Review

From reader reviews:

Paul Heisler:

Does one one of the book lovers? If yes, do you ever feeling doubt when you find yourself in the book store? Try and pick one book that you find out the inside because don't ascertain book by its include may doesn't work the following is difficult job because you are afraid that the inside maybe not because fantastic as in the outside seem likes. Maybe you answer might be Cutting Edge Marketing Analytics: Real World Cases and Data Sets for Hands On Learning (FT Press Analytics) why because the great cover that make you consider with regards to the content will not disappoint a person. The inside or content is fantastic as the outside as well as cover. Your reading sixth sense will directly direct you to pick up this book.

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Oscar Barr:

What is your hobby? Have you heard this question when you got college students? We believe that that question was given by teacher to the students. Many kinds of hobby, All people has different hobby. And you also know that little person like reading or as looking at become their hobby. You must know that reading is very important in addition to book as to be the issue. Book is important thing to provide you knowledge, except your own personal teacher or lecturer. You find good news or update with regards to something by book. Numerous books that can you choose to adopt be your object. One of them is Cutting Edge Marketing Analytics: Real World Cases and Data Sets for Hands On Learning (FT Press Analytics).

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