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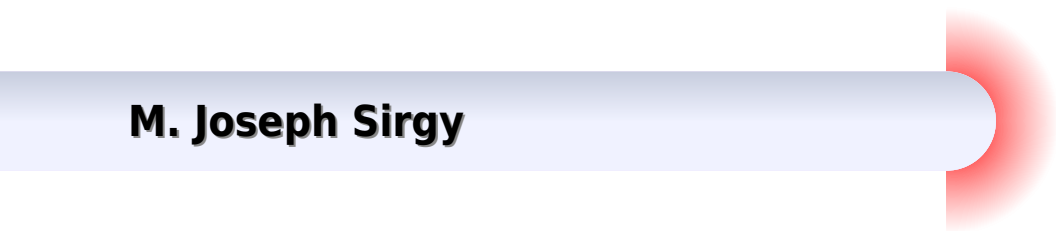
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Pricing Segmentation and Analytics Tudor Bodea, Mark Ferguson, 2012 Pricing analytics uses historical sales data with mathematical optimization to set and update prices offered through various channels in order to maximize profit A familiar example is the passenger airline industry where a carrier may sell seats on the same flight at many different prices Pricing analytics practices have transformed the transportation and hospitality industries and are increasingly important in industries as diverse as retail telecommunications banking health care and manufacturing The aim of this book is to guide students and professionals on how to identify and exploit pricing opportunities in different business contexts *Pattern Recognition and Image Analysis* Aythami Morales, Julian Fierrez, José Salvador Sánchez, Bernardete Ribeiro, 2019-09-21 This 2 volume set constitutes the refereed proceedings of the 9th Iberian Conference on Pattern Recognition and Image Analysis IbPRIA 2019 held in Madrid Spain in July 2019 The 99 papers in these volumes were carefully reviewed and selected from 137 submissions They are organized in topical sections named Part I best ranked papers machine learning pattern recognition image processing and representation Part II biometrics handwriting and document analysis other applications

Segmentation, Revenue Management and Pricing Analytics Tudor Bodea, Mark Ferguson, 2014-03-21 The practices of revenue management and pricing analytics have transformed the transportation and hospitality industries and are increasingly important in industries as diverse as retail telecommunications banking health care and manufacturing Segmentation Revenue Management and Pricing Analytics guides students and professionals on how to identify and exploit revenue management and pricing opportunities in different business contexts Bodea and Ferguson introduce concepts and quantitative methods for improving profit through capacity allocation and pricing Whereas most marketing textbooks cover more traditional qualitative methods for determining customer segments and prices this book uses historical sales data with mathematical optimization to make those decisions With hands on practice and a fundamental understanding of some of the most common analytical models readers will be able to make smarter business decisions and higher profits This book will be a useful and enlightening read for MBA students in pricing and revenue management marketing and service operations

Pricing Analytics Walter R. Paczkowski, 2018-06-27 The theme of this book is simple The price the number someone puts on a product to help consumers decide to buy that product comes from data Specifically it comes from statistically modeling the data This book gives the reader the statistical modeling tools needed to get the number to put on a product But statistical modeling is not done in a vacuum Economic and statistical principles and theory conjointly provide the background and framework for the models Therefore this book emphasizes two interlocking components of modeling economic theory and statistical principles The economic theory component is sufficient to provide understanding of the basic principles for pricing especially about elasticities which measure the effects of pricing on key business metrics Elasticity estimation is the goal of statistical modeling so attention is paid to the concept and implications of elasticities The statistical modeling component is

advanced and detailed covering choice conjoint discrete choice MaxDiff and sales data modeling Experimental design principles model estimation approaches and analysis methods are discussed and developed for choice models Regression fundamentals have been developed for sales model specification and estimation and expanded for latent class analysis

Cult of Analytics: Driving online marketing strategies using web analytics Steve Jackson, 2009-06-04 If you want to understand and get true value from your online content you need to understand how it is used by your customers If you work with web analytics and online search optimization this book will provide you with the tools and insight you need to do just that Even more it will give you an actionable plan to transform the culture of your organization into one that uses web analytics on a daily basis focusing on real changes you can make to your department and processes to transform the way your business works With examples from dozens of companies ranging from small businesses to consumer sites like Amazon to some of the largest companies in the world including Tesco and Google *Cult of Analytics* demonstrates just how to apply web analytics to your business

Real Estate Marketing M. Joseph Sirgy, 2014-05-09 Real Estate Marketing is specifically designed to educate real estate students with the art and science of the real estate marketing profession The ideal textbook for undergraduate and graduate level classes in business school and professional continuing education programs in Real Estate this book will also be of interest to professional real estate entrepreneurs looking to boost their knowledge and improve their marketing techniques The book is divided into five major parts Part 1 focuses on introducing students to fundamental concepts of marketing as a business philosophy and strategy Concepts discussed include strategic analysis target marketing and the four elements of the marketing mix property planning site selection pricing of properties and promotion of properties Part 2 focuses on personal selling in real estate Students will learn the exact process and steps involved in representing real estate buyers and sellers Part 3 focuses on negotiations in real estate How do effective real estate professionals use negotiation approaches such as collaboration competition accommodation and compromise as a direct function of the situation and personalities involved in either buying or selling real estate properties Part 4 focuses on human resource management issues such as recruiting and training real estate agents issues related to performance evaluation motivation and compensation as well as issues related to leadership Finally Part 5 focuses on legal and ethical issues in the real estate industry Students will learn how to address difficult situations and legal ethical dilemmas by understanding and applying a variety of legal ethical tests Students will also become intimately familiar with the industry s code of ethics

Wiley International Encyclopedia of Marketing, 6 Volume Set , 2011-02-07 With over 300 entries from hundreds of global experts this is one of the premier marketing reference resources available worldwide The 6 volume WIEM provides scholars and professionals with an international guide to marketing concepts and applications The far reaching new developments challenges and opportunities that have arisen in recent years are fully reflected in the entries Scholars and professionals will enjoy the flexible multi level structure with entries ranging from topics summaries to short essays

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The Marketing Book Michael Baker, 2012-05-04 This fifth edition of the best selling Marketing Book has been extensively updated to reflect changes and trends in current marketing thinking and practice Taking into account the emergence of new subjects and new authorities Michael Baker has overhauled the contents and contributor lists of the previous edition to ensure this volume addresses all the necessary themes for the modern marketer In particular the Marketing Book now broaches the following new topics Channel management management of the supply chain Customer Relationship Management Direct marketing E marketing Integrated marketing communications measurement of marketing effectiveness Postmodern and retro marketing Relationship marketing Retailing Like its predecessors the Marketing Book 5th edition is bursting with salient articles from some of the best known academics in the field It amounts to an all embracing one volume companion to modern marketing thought ideal for all students of marketing

Applied Marketing Analytics Using R Gokhan Yildirim, Raoul Kübler, 2023-08-02 Marketing has become increasingly data driven in recent years as a result of new emerging technologies such as AI granular data availability and ever growing analytics tools With this trend only set to continue it is vital for marketers today to be comfortable in their use of data and quantitative approaches and have a thorough grounding in understanding and using marketing analytics in order to gain insights support strategic decision making solve marketing problems maximise value and achieve success Taking a very hands on approach with the use of real world datasets case studies and R a free statistical package this book supports students and practitioners to explore a range of marketing phenomena using various applied analytics tools with a balanced mix of technical coverage alongside marketing theory and frameworks Chapters include learning objectives figures tables and questions to help facilitate learning Supporting online resources are available to instructors to support teaching including datasets and software codes and solutions R Markdowns HTML files as well as PowerPoint slides a teaching guide and a testbank This book is essential reading for advanced level marketing students and marketing practitioners who want to become cutting edge marketers Dr Gokhan Yildirim is an Associate Professor of Marketing at Imperial College Business School London Dr Raoul V K bler is an Associate Professor of Marketing at ESSEC Business School Paris

Innovation in Pricing Andreas Hinterhuber, Stephan M. Liozu, 2017-08-08 Pricing has a substantial and immediate impact on profitability Most companies however still use costs or competition as their main basis for setting prices Product or business model innovation has a high priority for many companies yet innovation in pricing received scant attention until the first edition of this groundbreaking book This new

edition of Innovation in Pricing builds on the success of the first examining the ways in which pricing innovation can drive profits through cutting edge academic research and best practice case studies from leading academics business practitioners and consultants in pricing The second edition has been fully revised and updated according to the latest developments in pricing with revisions to all chapters new chapters including a chapter on business model and pricing model innovation a new introduction that makes explicit just what strategic pricing can do for your organization This book is the only book dedicated to innovation in pricing and is an essential read for business executives innovation managers and pricing managers wishing to treat innovation in pricing as seriously as they treat product service or business model innovation It is also valuable supplementary reading for advanced students of marketing and sales

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