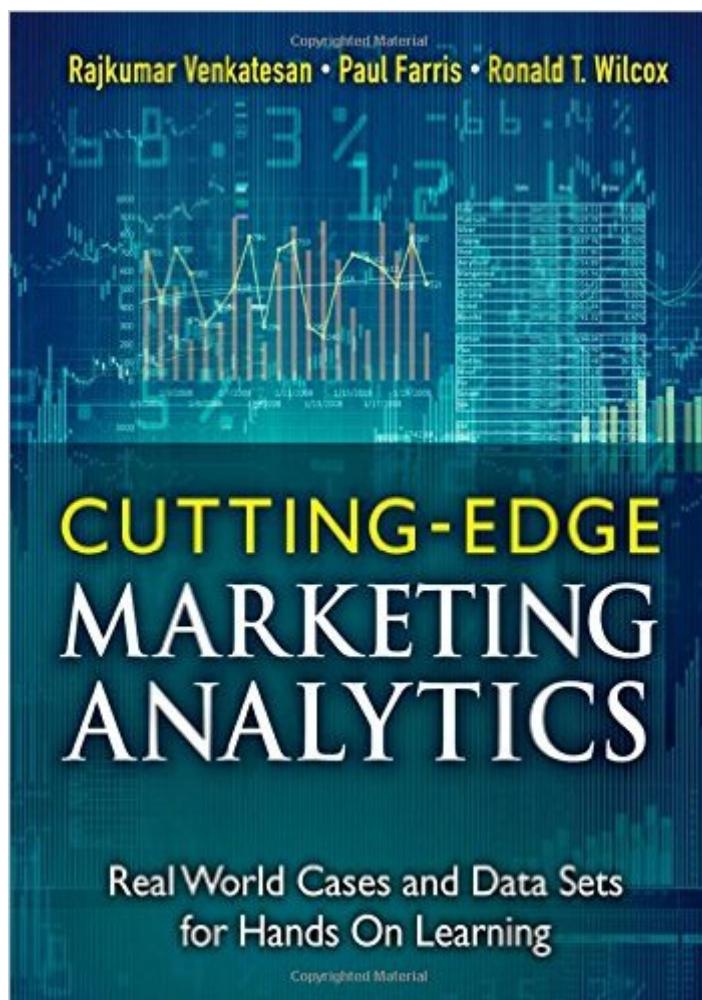


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# Cutting Edge Marketing Analytics: Real World Cases And Data Sets For Hands On Learning (FT Press Analytics)



## Synopsis

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

## Book Information

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## Customer Reviews

“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 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

“Cutting-Edge Marketing Analytics presents managers with an excellent roadmap for marketing resource allocation.... The material presented in the book strikes the right balance of rigorous analysis and strategic relevance.” 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 “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 —...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 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

Although I bought the book "Cutting Edge Marketing Analytics" new, some of the pages in the book are so lightly printed you can barely read them. Obviously, I am not happy to have paid \$70 for what's supposed to be a new book with poor print quality! Since class is underway, I do not have

time to return the book and wait to receive a replacement.

Good

Perfect thanks for quick shipping and a seemless delivery..

There are no datasets to work with. *Marketing Analytics: Data-Driven Techniques with Microsoft Excel* is a much better book on the topic.

Rather dull and thin 'edge'. I'm returning it.

I couldn't help myself and wait until the printed version come out, so I just bought the kindle version. It is a great book that bridges the gap between relevant theory and real cases. Very good approach. Despite the need for managers to justify marketing expenditures and contribute to bring higher level of profitability to the company, a considerable amount of companies do not have a properly marketing resource allocation analysis. Also, most of marketers have asked for the development of tools and methodologies to support their decisions. This book came out in a perfect time to provide marketers with the necessary knowledge to do that. All chapters are very good and important. One of my favorites is chapter 22 "implementing marketing analytics". This is a great challenge and this chapter helps to move from analytics to action. I am a professor of Marketing at FGV in Brazil and this book will be part of the reading materials in my marketing analytics classes. Very important contribution to our field. Definitely recommend this book. The content corroborates with the title, that is, cutting-edge marketing analytics.

Below my expectation. Authors provide college (sophomore) level analysis.

The authors do a great job of using applicable case studies to help engage the audience to really apply the topics discussed in the book. Not sure how "cutting edge" it really is, but overall it's really informative, easy to read and digest, and at times actually fun. Plus it was very easy to read as an e-book.

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