

ADSTRAT: A Decision Support System for Advertising Strategy

Gatignon, Hubert

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Adstrat A Decision Support System For Advertising Strategy

Hubert Gatignon, Raymond R. Burke



Adstrat A Decision Support System For Advertising Strategy:

ADSTRAT Hubert A. Gatignon, 1990-01-01 **On-line Analytical Processing Systems for Business** Robert J.

Thierauf, 1997-09-30 On line analytical processing OLAP is clearly a new approach to information system technology offering a much needed way to make informed decisions better and faster One of its most important characteristics is multidimensional analysis analysis that goes beyond the conventional two dimensional analysis and provides users with rapid retrieval of data from organizational databases data warehouses or both Not only that but most importantly says Dr Thierauf it allows users to look at different dimensions of the same data thus enabling them to do analyses across departmental and even corporate boundaries How it works and OLAP s many benefits to aid users in the public and private sectors is spelled out here comprehensively yet concisely and with the author s customary well developed examples and clear prose His book will be important reading for people at all levels of management and in all types of organizations Another way of viewing OLAP is getting a typical company out of the custom report writing business and into the data cube server building business An OLAP data structure can be thought of as a Rubik s Cube of data that users can twist and twirl in different ways to work through what if and what happened scenerios to get at the whys of the situation Within an OLAP environment the focus is on performing dictionary definition and maintenance as well as mapping flat files or relational columns to dimensions and measures Although this may sound like a lot of work managing one data cube is more efficient than writing a number of custom reports Currently some vendors provide administrative tools to get the data into the cubes in the first place in the proper form and on a regular basis Hence the job of managing data has been simplified for users *Statistical Analysis of Management Data* Hubert Gatignon, 2010-01-08 Statistical Analysis of Management Data provides a comprehensive approach to multivariate statistical analyses that are important for researchers in all fields of management including finance production accounting marketing strategy technology and human resources This book is especially designed to provide doctoral students with a theoretical knowledge of the concepts underlying the most important multivariate techniques and an overview of actual applications It offers a clear succinct exposition of each technique with emphasis on when each technique is appropriate and how to use it This second edition fully revised updated and expanded reflects the most current evolution in the methods for data analysis in management and the social sciences In particular it places a greater emphasis on measurement models and includes new chapters and sections on confirmatory factor analysis canonical correlation analysis cluster analysis analysis of covariance structure multi group confirmatory factor analysis and analysis of covariance structures Featuring numerous examples the book may serve as an advanced text or as a resource for applied researchers in industry who want to understand the foundations of the methods and to learn how they can be applied using widely available statistical software Digital Marketing Yoram (Jerry) Wind, Vijay Mahajan, 2002-02-28 Digital Marketing ist der Auftakt zu einer neuen Buchreihe von Whartons ber hntem SEI Centre for Advanced Studies in Management unter der Leitung von

Professor Jerry Wind Dieser Band konzentriert sich auf Marketingstrategien Methoden und F lle im internationalen E Business Mit Beitr gen von international f hrenden Experten amerikanischer Top Business Schools wie z B Wharton der Universit ten von Texas und Columbia der Harvard Universit t der Northwestern Universit t der Universit ten von Michigan und Duke sowie des Massachusetts Institute of Technology MIT Dar ber hinaus gibt es auch ausgew hlte Aufs tze von internationalen Experten aus Wissenschaft und Praxis Profitieren auch Sie von den besten globalen Ideen und den neuesten Erkenntnissen im digitalen Marketing

The INSEAD-Wharton Alliance on Globalizing Hubert Gatignon, John R. Kimberly, Robert E. Gunther, 2004-09-20 The INSEAD Wharton Alliance combines the insights of two leading global business schools to examine the forces that are driving firms to globalize the consequences positive and negative that accompany increasing globalization and their managerial and political implications Written by experts in diverse management disciplines including leadership finance marketing and operations management the book is an important contribution to contemporary business strategy In contrast to strident and often heavily rhetorical debates this volume focuses on the managerial strategies involved in globalizing businesses including leadership market entry and managing risks The non partisan treatment of the issues will be of interest to managers wrestling with the many challenges of globalizing to policy makers interested in whether and how to either slow or to accelerate the process and to those in non governmental organizations concerned with understanding global business challenges

Whitaker's Books in Print, 1998 **Subject Guide to Books in Print**, 1997 Adstrat Hubert Gatignon, Raymond R. Burke, 1991 ADSTRAT provides an integrated set of tools and data for assisting advertising management decisions By making these facilities available in a user friendly package ADSTRAT makes it easy to use scientific techniques for advertising decision making The ADSTRAT system takes users through the various stages of advertising planning including situation analysis setting objectives budgeting creative strategy and media planning The ADSTRAT package includes four types of data typically available to advertising managers industry data panel data survey data and media cost and coverage data The ADSTRAT manual discusses the benefits of decision support systems and their application to advertising management

Paperbound Books in Print, 1992 *Subject Guide to Children's Books in Print* 1997 Bowker Editorial Staff, R R Bowker Publishing, 1996-09 **Books in Print**, 1994

Adstrat, an Advertising Decision Support System Hubert Gatignon, Raymond R. Burke, 1993 **Intelligent Support Systems for Marketing Decisions** Nikolaos F. Matsatsinis, Yannis Siskos, 2003 The implementation discussion is illustrated with a real world example of the methods and system in use

New Product and Services Development Hubert Gatignon, 2010-12-08 Edited by one of the world's leading authorities in the area New Product and Services Development a four volume set is arranged so as to emphasize the different perspectives on the development of new products and services ranging from the characteristics of intervention through the lens of different business functions to organizational culture strategy and marketing Volume 1 Innovating New Products and Services The Dimensions of Innovations Volume 2 Orienting

the Firm for Promoting Innovations The Dimensions of Innovations Volume 3 Organizing to Innovate Adapting the Firm to Innovate Volume 4 Launching New Products and Services Marketing Innovations Effectively **Statistical Analysis of Management Data** Hubert Gatignon, 2013-10-17 Statistical Analysis of Management Data provides a comprehensive approach to multivariate statistical analyses that are important for researchers in all fields of management including finance production accounting marketing strategy technology and human resources This book is especially designed to provide doctoral students with a theoretical knowledge of the concepts underlying the most important multivariate techniques and an overview of actual applications It offers a clear succinct exposition of each technique with emphasis on when each technique is appropriate and how to use it This third edition fully revised updated and expanded reflects the most current evolution in the methods for data analysis in management and the social sciences In particular this edition includes A new chapter on the analysis of mediation and moderation effects Examples using STATA for most of the statistical methods Example of XLSTAT applications Featuring numerous examples the book may serve as an advanced text or as a resource for applied researchers in industry who want to understand the foundations of the methods particularly relevant and typically used in management research and to learn how they can be applied using widely available statistical software *Decision Support Systems* Wafa M. Khorshid, 1983 **Decision Support Systems for Marketing Models** Jason N. Cohen, 1981 Decision Support System Douglas Ralph Mann, Seymour N. Small, 1978 *A Decision Support System for Allocation of the Marketing Budget to Products, Segments and Promotional Tools* Jens Maier, 2018 **On the Development of decision support systems as a marketing problem** Charles B. Stabell, 1974

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