Marketing Analytics: Strategic Models And Metrics
Synopsis

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Customer Reviews

I will approach this review from an academic angle and share my reactions to the book as I progressed from the first chapters towards the end. The book starts with setting the ground on what Marketing Analytics is as a discipline and dives into different application areas of marketing analytics in the organization. The coverage of the topics in each chapter is self-explanatory with plenty of clearly explained concepts, acronyms and terminology every marketing professional uses and/or comes across every day. From Chapter 3 on, there are advanced concepts around segmentation and modeling which are demonstrated by data and excel based examples, which are very valuable for someone exposed to these techniques for the first time. Reader is guided through excel menus and options while the concept (such as regression, linear optimization etc.) is explained and results of the analysis tied to tangible outcomes. Throughout the book, there are callouts which provide examples (called Marketing Made Measurable) which give mini-cases which ground the concepts covered in each chapter to interesting examples from real life. This practical approach of the book is what makes this a great textbook for a curriculum which has a Marketing Analytics offering at the advanced undergraduate or entry graduate level. I am giving 4 stars since the book is accomplishing a ton by providing a very wide coverage of all the possible topics which are traditionally embedded within the marketing analytics discipline, but as with any other such project, there is room to improve.