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Marketing has matured to the point where it seems desirable to take stock of where we are, what we have learned, and fruitful directions for extending the knowledge base that has developed. Science is a process involving the interaction between empirical generalizations and theory. An empirical generalization is " a pattern or regularity that repeats over different circumstances and that can be described simply by mathematical, graphic, or symbolic methods. " .

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Empirical generalization 1: The impact of commercial and artistic star power on box office revenues is strongly biased upwards if selection effects of stars are ignored. The results of our meta-analysis as well as our second (empirical) study reveal that artistic star power is associated with lower box office revenues than star power measures related to a star's commercial success.

From 1976 to the beginning of the millennium—covering the quarter-century life span of this book and its predecessor—something remarkable has happened to market response research: it has become practice. Academics who teach in professional fields, like we do, dream of such things. Imagine the satisfaction of knowing that your work has been incorporated into the decision-making routine of brand managers, that category management relies on techniques you developed, that marketing management believes in something you struggled to establish in their minds. It's not just us that we are talking about. This pride must be shared by all of the researchers who pioneered the simple concept that the determinants of sales could be found if someone just looked for them. Of course, economists had always studied demand. But the project of extending demand analysis would fall to marketing researchers, now called marketing scientists for good reason, who saw that in reality the marketing mix was more than price; it was advertising, sales force effort, distribution, promotion, and every other decision variable that potentially affected sales. The bibliography of this book supports the notion that the academic research in marketing led the way. The journey was difficult, sometimes halting, but ultimately market response research advanced and then insinuated itself into the fabric of modern management.

This textbook describes and explains the fundamentals of applying empirical methods for theory building and theory testing in marketing research. The authors explain the foundations in philosophy of science and the various methodological approaches to readers who are working empirically with the purpose of developing and testing theories in marketing. The primary target group of the book are graduate students and PhD students who are preparing their empirical research projects, e.g. for a master thesis or a dissertation.

This book is about how models can be developed to represent demand and supply on markets, where the emphasis is on demand models. Its primary focus is on models that can be used by managers to support marketing decisions. Modeling Markets presents a comprehensive overview of the tools and methodologies that managers can use in decision making. It has long been known that even simple models outperform judgments in predicting outcomes in a wide variety of contexts. More complex models potentially provide insights about structural relations not available from casual observations. In this book, the authors present a wealth of insights developed at the forefront of the field, covering all key aspects of specification, estimation, validation and use of models. The most current insights and innovations in quantitative marketing are presented, including in-depth discussion of Bayesian estimation methods. Throughout the book, the authors provide examples and illustrations. This book will be of interest to researchers, analysts, managers and students who want to understand, develop or use models of marketing phenomena.

This volume explores the scientific frontiers and leading edges of research across the fields of anthropology, economics, political science, psychology, sociology, history, business, education, geography, law, and psychiatry, as well as the newer, more specialized areas of artificial intelligence, child development, cognitive science, communications, demography, linguistics, and management and decision science. It includes recommendations concerning new resources, facilities, and programs that may be needed over the next several years to ensure rapid progress and provide a high level of returns to basic research.

As political, economic, and environmental issues increasingly spread across the globe, the science of geography is being rediscovered by scientists, policymakers, and educators alike. Geography has been made a core subject in U.S. schools, and scientists from a variety of disciplines are using analytical tools originally developed by geographers. Rediscovering Geography presents a broad overview of geography's renewed importance in a changing world. Through discussions and highlighted case studies, this book illustrates geography's impact on international trade, environmental change, population growth, information infrastructure, the condition of cities, the spread of AIDS, and much more. The committee examines some of the more significant tools for data collection, storage, analysis, and display, with examples of major contributions made by geographers. Rediscovering Geography provides a blueprint for the future of the discipline, recommending how to strengthen its intellectual and institutional foundation and meet the demand for geographic expertise among professionals and the public.

John Philip Jones, bestselling author of *What's in a Name?* and *When Ads Work*, has edited an authoritative handbook of research procedures that determine effective advertising. All participants in the advertising process - clients, media and agencies - are fully represented in this volume. Chapter authors reflect a global mix of academic and professional backgrounds and include: Leo Bogart, Andrew Ehrenberg, Simon Broadbent, Herbert Krugman, and the Editor John Philip Jones. Most chapters have been specifically written for this volume and are complemented by a few adaptations of classic articles.

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