Handbook of Marketing Analytics

Methods and Applications in Marketing Management, Public Policy, and Litigation Support

Research Handbooks in Business and Management series

Edited by Natalie Mizik, Professor of Marketing and J. Gary Shansby Endowed Chair in Marketing Strategy, Foster School of Business, University of Washington and Dominique M. Hanssens, Distinguished Research Professor of Marketing, Anderson School of Management, University of California, Los Angeles, US

Marketing Science contributes significantly to the development and validation of analytical tools with a wide range of applications in business, public policy and litigation support. The Handbook of Marketing Analytics showcases the analytical methods used in marketing and their high-impact real-life applications. Fourteen chapters provide an overview of specific marketing analytic methods in some technical detail and 22 case studies present thorough examples of the use of each method in marketing management, public policy, and litigation support. All contributing authors are recognized authorities in their area of specialty.

‘Handbook of Marketing Analytics is a very useful reference for the litigator wishing to gain greater expertise and insight into available tools for prosecuting and defending many types of commercial litigation. The technical chapters have gentle takeoffs that allow the non-specialist reader to build a working knowledge of the techniques described. The case study chapters are what really set the book apart for those whose matrix algebra is rusty, enabling the non-technical attorney or lay reader to see vividly how the techniques can be deployed. This will be an essential item on the shelf of any litigator who deals regularly with advanced analytics in marketing and related areas.’
– August Horvath, Foley Hoag LLP, US

‘Over the course of their storied careers, Mizik and Hanssens have helped quantify one of the most elusive of concepts: how marketing creates enterprise value. The Handbook of Marketing Analytics teaches practitioners not only how to explain the impact of marketing investment on firm performance, but also its growing application to guiding public policy and even assisting in litigation. Expertly crafted, with practical takeaways drawn on case studies and interviews with marketing analytics experts, this book is a must-read for any marketer, advertiser or reader fascinated with discovering the unseen leverage in marketing and creativity.’
– John Gerzema, Bestselling Author and CEO of Harris Insights & Analytics/The Harris Poll, US

‘Ever since I published Marketing Decision Making and Marketing Models, I have been wanting to see a superb collection of marketing analytics chapters and cases in one book. The Handbook of Marketing Analytics has finally arrived and it is a treasure.’
– Philip Kotler, Northwestern University, US

2019 712 pp Paperback 978 1 78990 420 8 £45.00 £36.00 £69.95 £55.96
2018 712 pp Hardback 978 1 78471 674 5 £200.00 £180.00 £290.00 £261.00

Elgaronline 978 1 78471 675 2