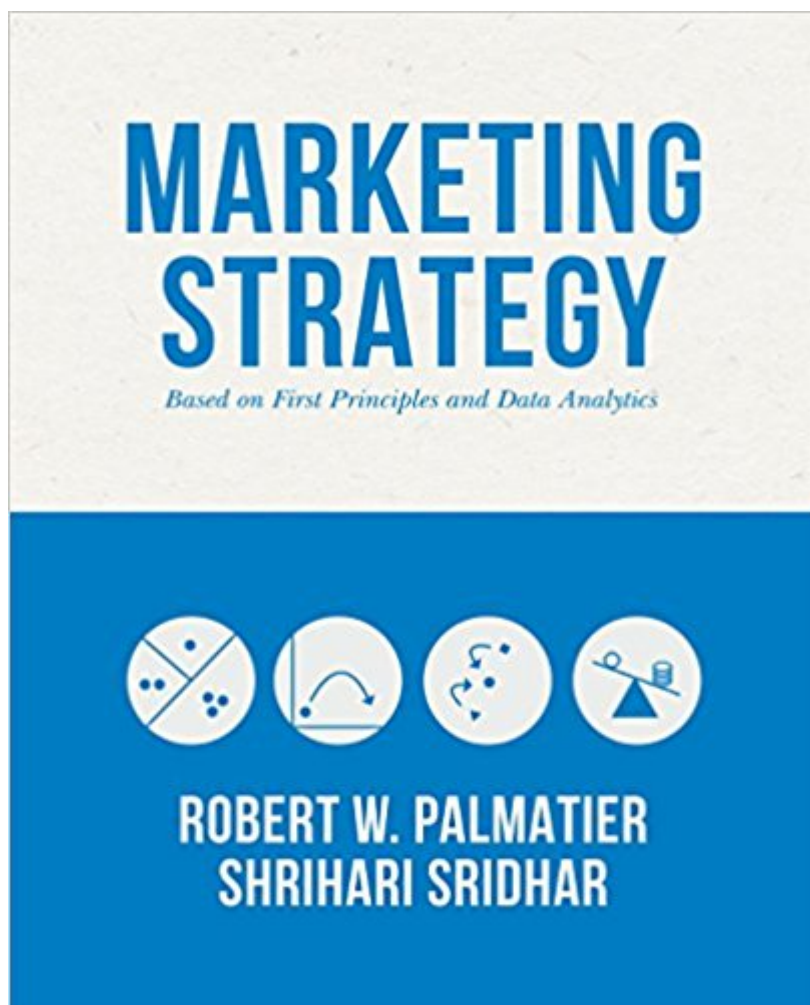


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# Marketing Strategy: Based On First Principles And Data Analytics



## Book Information

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## Customer Reviews

I've worked in marketing in various capacities--on the ground sales, high-level strategic planning, and teaching. This book was recommended as a teaching resource, and it does not disappoint. The authors do an excellent job distilling a number of complicated ideas into easy to apply frameworks. They avoid truisms and provide a great deal of real-world examples. Also, the data analytics integration is very timely. I highly recommend this book to instructors and anyone looking for an in-depth understanding of modern approaches to marketing strategy.

An outstanding book to teach yourself data analytics for solving marketing strategy problems. The first principles-based approach to understanding marketing issues helps me understand why each analytic technique is valuable. It has become clear to me that marketing strategy has become a data game, and this book teaches you how to play the game. I wish my marketing strategy classes in college had more of a data emphasis like this book provides.

This book is just what I have been looking for. I know the title says *Marketing*

Strategy, but Analytics Driven Cases along with the data sets on the website make this book a valuable tool for students/academics/practitioners interested in marketing analytics and marketing strategy. What I like the most about this book is the way that various analytics software tools, such as Markstrat marketing simulation, Marketing Engineering, SPSS and SAS, are integrated into learning. As someone who has a background in marketing and statistics, I think this is terrific. Really easy to follow with lots of examples, cases, and charts. Superb.

This book is a great teaching resource, and very useful as an industry guide. I would recommend it to anyone interested in marketing strategy and analytics. Dr. Palmatier integrates helpful analytics tools and frameworks into an excellent framing of marketing problems - a new and innovative way of looking at marketing strategy. Data emphasis useful for both managers and academics.

This is by far the best marketing strategy textbook I have seen! To me as a marketing academic at a German university, this book offers the perfect package to equip my undergraduate and graduate students with conceptual, analytical, as well as application competencies in marketing strategy: (1) a very compelling theoretical framework ("First Principles Approach") enriched by state-of-the-art research findings and numerous examples from business practice, (2) highly accessible and ready-to-apply data analysis techniques accompanied by cases, and (3) a strong applicability to and fit with the Markstrat simulation software that I had been searching for in vain in other textbooks for many years of teaching Markstrat. This book brings it all together and it does that in an extremely readable, concise, and structured way. Not only for instructors and students, this book is also a highly inspiring read for marketing researchers and managers. Definitely a 5-star recommendation!

Dr. Palmatier and Dr. Sridhar have done a marvelous job integrating first-principles with the latest in research, educational technology, and customer analytics. The cases are relevant, the datasets are extremely useful and the integration with Markstrat simulation elevates this book to a class of its own. This is a "must read" for both academics and those in industry. Not many books are as "hands-on" as this one delivering a number of tools and applications that make learning this material not only relevant but also enjoyable. I highly recommend this book and look forward to use it in my own teaching of marketing strategy.

One of the best books I've seen in the field of marketing strategy. A great balance between

academic rigor/theory and management practice. A must read for students as well as senior managers who are looking to deepen relationships with their customers or develop a competitive edge. This book offers both breadth and depth and offers recommendations that managers can implement from Day 1. I highly recommend this book.

Great book! This book is a valuable resource for both academics and practitioners as well as for teaching. I look forward to using this book as a tool for my own research and teaching of a strategy-focused marketing course. It integrates a great deal of research and provides a number of highly relevant (and current) international business examples, allowing for a clear, organized understanding of rather complex material. The hands-on approach to data analytics for marketing strategy problems is also extremely useful and presented in a way that makes it easy to follow, understand, and apply on your own terms, which is hard to find with marketing strategy books.

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