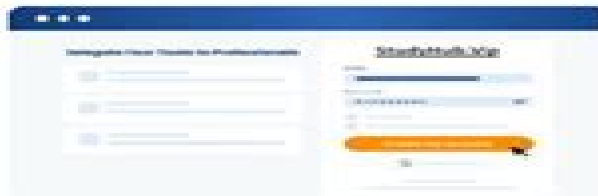
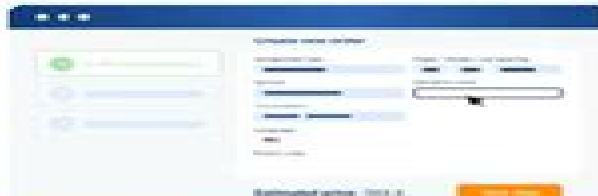


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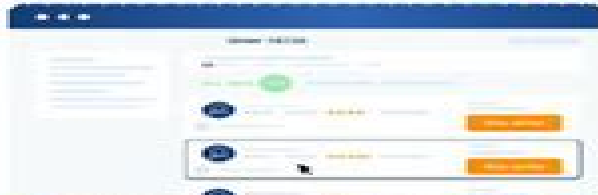
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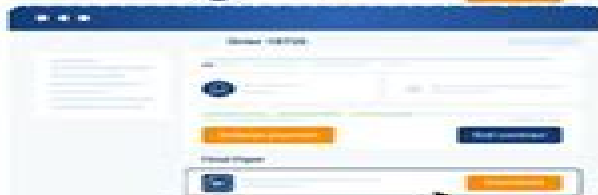
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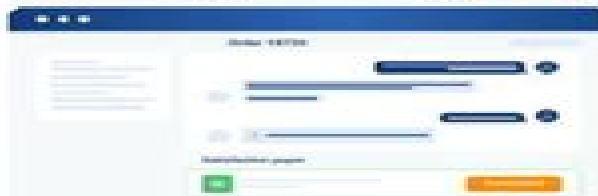
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Visualizing Marketing S. Umit Kucuk,2016-12-20 This book focuses on marketing graphics figures and visual artifacts discussed in marketing theory in order to explain and discuss the marketing concepts visually and open a door to future predictions of the evolution of such marketing concepts Marketing concepts are by nature abstract and there is a need for approaches that provide a clear picture of such concepts and concrete and hands on knowledge tools to students scholars and practitioners Furthermore the recent rising importance and popularity of marketing metrics make visualization of such important marketing phenomena possible Visualizing or concretizing of marketing data is more important than ever as the usage and presentation of such enormous amounts of data requires visual representation Thus the book provides collection of such marketing visualization examples that can help marketing scholars and students to make sense of marketing concepts and their data so that they can develop clearer and winning marketing strategies

Seeing the Future Tam Bang Vu,2015-04-13 This book guides you through an enjoyable journey step by step into the future A team of fictional characters is introduced to share their learning and working experiences with the readers In the beginning of the book you will take the first step by learning the most basic models for one period forecasts based on past performance of a market You will also learn how to evaluate your newly built models Next you will progress further into intermediate level models including multi period forecasts based on past performance of a market or based on an external factor It also introduces interval forecasting which allows you to obtain a range of forecast values instead of a single value in the future In the second half you will familiarize yourself with advanced models that provide multi period forecasts based on multiple internal or external factors Toward the end you will learn several applied models in business and economics that will facilitate you with practical applications related to real life situations The last chapter summarizes all models introduced in this book and provides a table of references for finding the most important concepts tables and figures in the book so that you can recall every step of your adventure

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