



The History of Marketing Science: 3 (World Scientific-Now Publishers Series in Business)

Russell S Winer, Scott A Neslin

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The field of marketing science has a rich history of modeling marketing phenomena using the disciplines of economics, statistics, operations research, and other related fields. Since it is roughly 50 years from its origins, *The History of Marketing Science* is a timely review of the accomplishments of marketing scientists in a number of research areas.

Different research areas of marketing science, such as Pricing, Internet Marketing, Diffusion Models, and Advertising, are treated to a highly readable and easy-to-digest historical analysis by the contributing authors. Each chapter provides a chronological timeline of key historical developments in the area of marketing science covered. Readers of other disciplinary backgrounds outside of economics, statistics, and operations research will be more than able to appreciate the development of marketing science as a field of research and its pioneers through the book.

Contents:

- The History of Marketing Science: Beginnings (*Scott A Neslin and Russell S Winer*)
- **Methods:**
 - Brand Choice Models (*Gary J Russell*)
 - Conjoint Analysis (*Vithala R Rao*)
 - Innovation Diffusion (*Eitan Muller*)
 - Econometric Models (*Dominique M Hanssens*)
 - Market Structure Research (*Steven M Shugan*)
 - Stochastic Models of Buyer Behavior (*Peter S Fader, Bruce G S Hardie and Subrata Sen*)
- **Management:**
 - Advertising Effectiveness (*Gerard J Tellis*)
 - Branding and Brand Equity Models (*Tulin Edem and Joffre Swait*)
 - Distribution Channels (*Richard Staelin and Eunkyoo Lee*)
 - Customer Relationship Management (CRM) (*Scott A Neslin*)
 - Digital and Internet Marketing (*Wendy W Moe and David A Schweidel*)
 - New Products Research (*Donald R Lehmann and Peter N Golder*)
 - Organizational Buying Behavior (*Gary L Lilien*)
 - Pricing (*Russell S Winer*)
 - Sales Force Productivity Models (*Murali K Mantrala*)
 - Sales Promotions (*Kusum L. Ailawadi and Sunil Gupta*)

Readership: Students of marketing science; researchers in the science of marketing; and general public interested in 50 years of marketing science history.

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