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Marketing Data Science

2015-05-02

now a leader of northwestern university s prestigious analytics program presents a fully integrated treatment of both the business and academic elements of marketing applications in predictive analytics writing for both managers and students thomas w miller explains essential concepts principles and theory in the context of real world applications building on miller s pioneering program marketing data science thoroughly addresses segmentation target marketing brand and product positioning new product development choice modeling recommender systems pricing research retail site selection demand estimation sales forecasting customer retention and lifetime value analysis starting where miller s widely praised modeling techniques in predictive analytics left off he integrates crucial information and insights that were previously segregated in texts on web analytics network science information technology and programming coverage includes the role of analytics in delivering effective messages on the web understanding the web by understanding its hidden structures being recognized on the web and watching your own competitors visualizing networks and understanding communities within them measuring sentiment and making recommendations leveraging key data science methods databases data preparation classical bayesian statistics regression classification machine learning and text analytics six complete case studies address exceptionally relevant issues such as separating legitimate email from spam identifying legally relevant information for lawsuit discovery gleaning insights from anonymous web surfing data and more this text s extensive set of web and network problems draw on rich public domain data sources many are accompanied by solutions in python and or r marketing data science will be an invaluable resource for all students faculty and professional marketers who want to use business analytics to improve marketing performance

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2018

Institutional Economics

2019-04-11

a concise and clear introduction to the new institutional economics that summarizes current knowledge whilst addressing its gaps and weaknesses

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2017-09-27

debating immigration utilizes a theoretically informed framework for analyzing the multifaceted immigration debate before and after 9 11 in the age of terrorism political polarization and authoritarianism

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covering a broad range of fundamental topics in classical optics and electro magnetism this updated second edition contains 13 new chapters which cover many topics of fundamental significance as well as practical importance the first half of the book deals primarily with the basic concepts of optics while the second half describes how these

of optical phenomena
1997
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2014-11
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concepts can be used in a variety of technological applications each chapter is concerned with a single topic developing an understanding of the subject through the use of diagrams examples numerical simulations and logical arguments the mathematical content is kept to a minimum to provide the reader with insightful discussions

Aanwinsten van de Centrale Bibliotheek (Queteletfonds)

1992

this book looks at economic sanctions using a political economy foundation the author investigates the effectiveness of sanctions and the human suffering caused by them from a political and economic vantage addressing political decisions case studies and game theory explanations as well as discussing the future of sanctions as statecraft

Economic Sanctions

2007-12-09

application oriented book on magnetic recording focussing on the underlying physical mechanisms that play crucial roles in medium and transducer development for high areal density disk drives

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2012-12-06

Three-dimensional and Multidimensional Microscopy

2000

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Microeconomics

1992

illustrated by comparative case studies from chile malaysia and south korea this book examines the impacts resulting from currency devaluation on major elements of a developing nation s export portfolio

World Trade and Payments

1993

authors james d gwartney richard I stroup russell s sobel and david macpherson believe that a course on principles of economics should focus on the power and relevance of the economic way of thinking it is this belief and corresponding writing approach that has made economics private and public choice one of south western most solid and enduring texts throughout this text the authors integrate applications and real world data in an effort to make the basic concepts of economics come alive for the reader

<u>Financial and Trade Globalization, Greener Technologies and Energy</u> Transition

2023-02-09

2010-05

hubbard s money and banking text emphasizes that students need to develop economic intuition in order to organize ideas evaluate current and historical events and predict outcomes in the economy this organizing principle gives students a way to think critically about developments in financial markets and institutions and in monetary institutions and policy the sixth edition continues to offer clear concise discussions of the theory and the latest data policy discussions and real world applications

Currency Devaluation and Emerging Economy Export Demand

2005

the concept of open innovation has become increasingly popular in the management and policy literature on technology and innovation however despite the large volume of empirical work many of the prescriptions being proposed are fairly general and not specific to particular contexts and contingencies the proponents of open innovation are universally positive but research suggests that the specific mechanisms and outcomes of open innovation models are very sensitive to context and contingency this is not surprising because the open or closed nature of innovation is historically contingent and does not entail a simple shift from closed to open as often suggested in the literature research has shown that patterns of innovation differ fundamentally by sector firm and strategy therefore there is a need to examine the mechanisms that help to generate successful open innovation in this book the authors contribute to a shift in the debate from potentially misleading general prescriptions and provide conceptual and empirical insights into the precise mechanisms and potential limitations of open innovation research and management practice contents introduction why we need a tighter theory and more critical research on open innovation joe tidd taxonomies and modes different modes of open innovation a theoretical framework and an empirical study valentina lazzarotti and raffaella manzini advancing a typology of open innovation s c ellis peter t gianiodis and e secchi how to balance open and closed innovation strategy and culture as influencing factors ellen enkel and karoline bader context and contingencies the role of open innovation in dynamic environments fiona schweitzer kurt gaubinger and oliver gassmann a conceptual model of open innovation for new product development projects towards a contingency theory hanna bahemia and brian squire open service innovation the influence of project novelty joe tidd and kuo nan hsieh exploring the use of open innovation in processes products and services amy huang and john rice managing open innovation in multinational enterprises combining open innovation and r d globalization literature wim vanhaverbeke jingshu du and maximilian von zedtwitz sector and industry studies measuring the impact of inbound open innovation practices on performance in services anne laure mention and anna leena asikainen generativity and innovation in smartphone ecosystems björn remneland wikhamn jan ljungberg magnus bergquist and jonas kuschel toward a dynamic perspective on open innovation a longitudinal assessment of the adoption of internal and external innovation strategies in the netherlands tom poot dries faems and wim vanhaverbeke investigating inter industry differences in the implementation of open innovation tommaso buganza davide chiaroni gabriele colombo and federico frattini limitations and constraints of open innovation open innovation old ideas in a fancy tuxedo remedy a false dichotomy paul trott and dap hartmann not for everybody why some organisations benefit more from open innovation than others torsten oliver salge thomas marc bohné tomas farchi and erk peter piening positive and negative dynamics of open innovation michael m hopkins joe tidd and paul nightingale readership graduate students researchers and practitioners in the field of open innovation and management key features this book challenges the claims that open innovation represents a universal good practicethis book provides vital insights into the mechanics of open innovation and its potential limitationskeywords innovation open innovation technology management product developmentreviews in sum this interesting book illustrates that the simple dichotomy between open and closed approaches for innovation is not realistic and that there are pitfalls to open innovation this book can certainly be useful to managers trying to keep up with the fast changing environment and with the current challenges of innovation but is more useful to academic scholars paulo figueiredo

Economics

1995

2017-06

abel bernanke and croushore present macroeconomic theory in a way that prepares readers to analyze real macroeconomic data used by policy makers and researchers this text uses a unified approach based on a single economics model that provides readers with a clear understanding of macroeconomics and its classical and keynesian assumptions introduction introduction to macroeconomics the measurement and structure of the

national economy long run economic performance productivity output and employment consumption saving and investment saving and investment in the open economy long run economic growth the asset market money and prices business cycles and macroeconomic policy business cycles the is Im ad as model a general framework for macroeconomic analysis classical business cycle analysis market clearing macroeconomics keynesianism the macroeconomics of wage and price rigidity macroeconomic policy its environment and institutions unemployment and inflation exchange rates business cycles and macroeconomic policy in the open economy monetary policy and the federal reserve system government spending and its financing for all readers interested in intermediate macroeconomics

Money, the Financial System, and the Economy

2008

Open Innovation Research, Management and Practice

2013-10-24

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2000

providing a survey of labour economics this study develops the modern theory of labour market behaviour summarizes empirical evidence that supports or contradicts each hypothesis and illustrates the usefulness of various theories for public policy analy



2021-03

providing a grounding in the concepts of labour markets this work features extensive coverage of worker employer relationships offering some long range findings with distinct applications for the future and an increased focus on the international labour

Macroeconomics

2008

this study in transition economics covers russian and soviet economic performance and looks at the origins of the soviet economy the administrative command economy and its decline and contemporary russia



2001-04

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1998
this edition provides an economic model for the 1990s and beyond it features comprehensive discussions of rational expectations real business cycles and information economics real world applications are incorporated wherever possible strengthening the link between theory and reality questions and problems and summaries
Modern Labor Economics
1997
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Russian and Soviet Economic Performance and Structure
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