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Empirical Generalizations about Marketing Impact (Relevant Knowledge Series) eBook: Dominique Hanssens: Amazon.co.uk: Kindle Store

Empirical Generalizations about Marketing Impact (Relevant ...

Empirical marketing generalizations are of interest to both the academic and the practitioner communities. As our marketing doctoral programs increase in specialization and scientific sophistication, there is a risk that newly trained marketing academics are so focused on their area of expertise that they lack an overall perspective on marketing

The value of empirical generalizations in marketing

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The value of empirical generalizations in marketing ...

Marketing has matured to the point where it seems desirable to take stock of where we are, what we have

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learned, and fruitful directions for extending the knowledge base that has developed. Science is a process involving the interaction between empirical generalizations and theory. An empirical generalization is "a pattern or regularity that repeats over different circumstances and that can be described simply by mathematical, graphic, or symbolic methods."

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Empirical Generalizations about Marketing Impact answers the question: What do we know about the impact of marketing activities? Edited by Dominique M. Hanssens of UCLA, the 2015 edition updates MSI's best-selling 2009 book and provides evidence-based findings on new topics such as sales diffusion and social influence, word of mouth and sales elasticity, and the impact of service innovation.

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We analyze the characteristics of previous studies in marketing and generate a set of three empirical generalizations. These are (1) an increase in price advertising leads to higher price sensitivity among consumers, (2) the use of price advertising leads to lower prices, and (3) an increase in

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Dominique Hanssens discusses Empirical Generalizations About Marketing Impact

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Empirical generalization 1: The impact of commercial and artistic star power on box office revenues is strongly biased upwards if selection effects of stars are ignored. The results of our meta-analysis as well as our second (empirical) study reveal that artistic star power is associated with lower box office revenues than star power measures related to a star's commercial success.

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