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Marketing data, models and decisions Michel Wedel a,b,) , Wagner Kamakura c , Ulf Bockenholt a,d a Faculty of Economics, Uni Ã• ersity of Groningen, P.O. Box 800, 9700 AV Groningen, Netherlands

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J. Res. Marketing, 17 (2000) 105] comprise of two components: first, we address two issues on which we disagree with Leeflang and Wittink: soft versus hard data, and individual-level versus segment-level models. Secondly, we supplement their paper by attempting to predict how marketing model building will change in the future.

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quality of decisions. Decision support systems aim mainly at this broadest type of decision making, ... experimental data can be found in an anthology edited by Kahneman, Slovic, and Tversky [16]. ... from the point of view of decision making a model and its variables represent the following three

Decision Support Systems - University of Pittsburgh

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