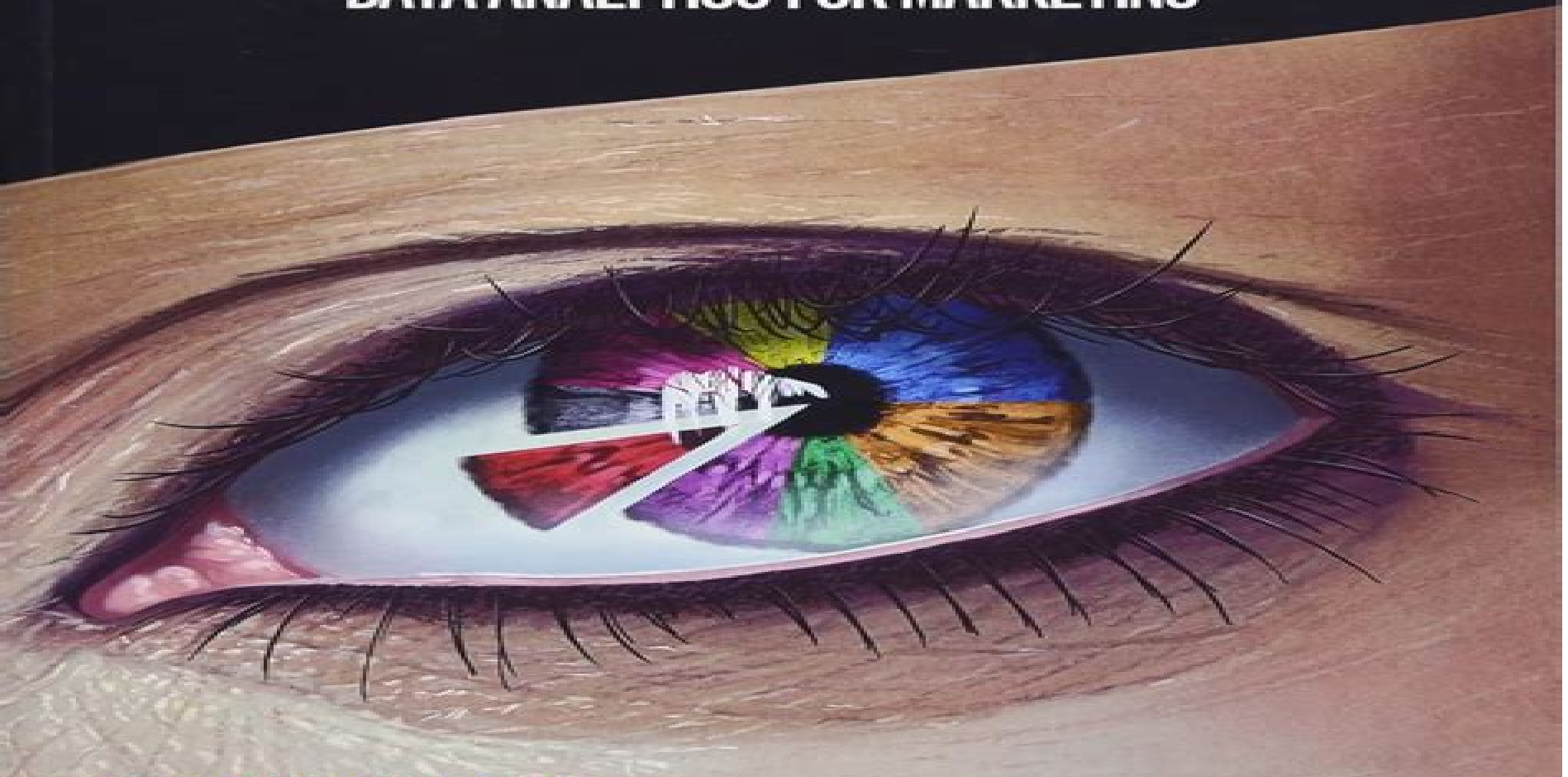


CULT OF ANALYTICS

DATA ANALYTICS FOR MARKETING



SECOND EDITION
STEVE JACKSON

ROUTLEDGE 

Cult Of Analytics Data Analytics For Marketing

Eduardo Rodriguez



Cult Of Analytics Data Analytics For Marketing:

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processes These factors which include data cleaning data gathering and interpretation of results are not always easily identified by analytics practitioners This book promotes the understanding of analytics methods and techniques It guides readers through numerous techniques and methods available to analytics practitioners by explaining the strengths and weaknesses of these methods and techniques Quantitative Research Methods in Consumer Psychology Paul Hackett,2018-12-07 Quantitative consumer research has long been the backbone of consumer psychology producing insights with peerless validity and reliability This new book addresses a broad range of approaches to consumer psychology research along with developments in quantitative consumer research Experts in their respective fields offer a perspective into this rapidly changing discipline of quantitative consumer research The book focuses on new techniques as well as adaptations of traditional approaches and addresses ethics that relate to contemporary research approaches The text is appropriate for use with university students at all academic levels Each chapter provides both a theoretical grounding in its topic area and offers applied examples of the use of the approach in consumer settings Exercises are provided at the end of each chapter to test student learning Topics covered are quantitative research techniques measurement theory and psychological scaling mapping sentences for planning and managing research using qualitative research to elucidate quantitative research findings big data and its visualization extracting insights from online data modeling the consumer social media and digital market analysis connectionist modeling of consumer choice market sensing and marketing research preparing data for analysis and ethics The book may be used on its own as a textbook and may also be used as a supplementary text in quantitative research courses *Innovative Strategic Planning and International Collaboration for the Mitigation of Global Crises* Antořová, Gabriela,2022-01-07 Innovative strategic planning is an important step toward achieving economic stability and global sustainability This can best be achieved through effective international cooperation and digitalization of activities Societal and global processes designed to address global crises and other threats call for the opportunity to use innovative internationalization practices Innovative Strategic Planning and International Collaboration for the Mitigation of Global Crises provides relevant theoretical frameworks and current empirical research findings in the field of international strategic management Covering topics such as digital competencies socio economic injustice and tourism this book is an essential resource for strategic management professionals researchers students educators in K 12 and higher education academicians and global leaders

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