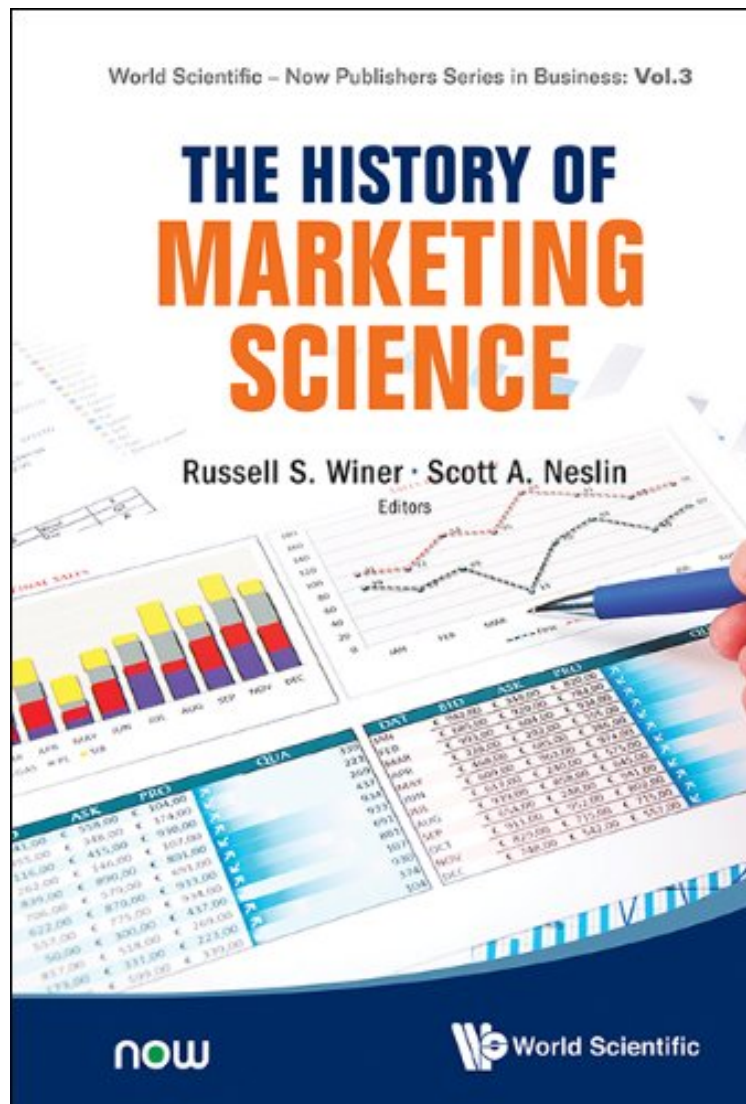


The History of Marketing Science: 3 (World Scientific-Now Publishers Series in Business)

Russell S Winer, Scott A Neslin
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Russell S Winer, Scott A Neslin : The History of Marketing Science: 3 (World Scientific-Now Publishers Series in Business) before purchasing it in order to gage whether or not it would be worth my time, and all praised The History of Marketing Science: 3 (World Scientific-Now Publishers Series in Business):

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 Eunkyu 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.

From the Inside Flap 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.

About the Author Russell S Winer is the William Joyce Professor and Chair of the Department of Marketing at the Stern School of Business, New York University. He received a BA in Economics from Union College and an MS and PhD in Industrial Administration from Carnegie Mellon University. He has been on the faculties of Columbia and Vanderbilt universities and the University of California at Berkeley. Professor Winer has been a visiting faculty member at MIT, Stanford University, Cranfield School of Management (UK), the Helsinki School of Economics, the University of Tokyo, Ecole Nationale des Ponts et Chausées, Henley Management College (UK), and the Indian School of Business. He has written three books, *Marketing Management*, *Analysis for Marketing Planning and Product Management*, and a research monograph, *Pricing*. He has authored over 70 papers in marketing on a variety of topics including consumer choice, marketing research methodology, marketing planning, advertising, and pricing. Professor Winer has served two terms as the editor of the *Journal of Marketing Research*. He is the past co-editor of *Journal of Interactive Marketing*, an Associate Editor of the *International Journal of Research in Marketing*, and is on the editorial boards of the *Journal of Marketing*, the *Journal of Marketing Research*, and *Marketing Science*. He is a past Executive Director of the Marketing Science Institute in Cambridge, Massachusetts. Professor Winer is a founding Fellow of the INFORMS Society for Marketing Science and is the 2011 recipient of the American Marketing Association/Irwin/McGraw-Hill Distinguished Marketing Educator award. Scott A Neslin is the Albert Wesley Frey Professor of Marketing at the Tuck School of Business, Dartmouth College. He has been at Tuck since completing his PhD in 1978 at the Sloan School of Management, MIT. He was a visiting associate professor at MIT (1984) and a visiting scholar at the Yale School of Management (1989–1990), the Fuqua School of Business, Duke University (2002), as part of Duke's Teradata Center for CRM, and Columbia Business School (2009–2010). Professor Neslin's expertise is in the measurement and analysis of marketing productivity. His focus is on database marketing, sales promotion, and advertising. He has published on these and other topics in journals such as *Marketing Science*, *Journal of Marketing Research*, *Management Science*, *Journal of Marketing*, and *Journal of Interactive Marketing*. In the field of database marketing, he is co-author with Robert C Blattberg and Byung-Do Kim of *Database Marketing: Analyzing and Managing Customers* (2008, Springer). He is also co-editor, with Kristof Coussement and Koen W De Bock of *Advanced Database Marketing* (2013, Gower). In the database marketing area, he has investigated the application of predictive modeling to cross-selling, forecasting customer churn, and optimal customer management. He has analyzed issues in multichannel customer management including research shopping, customer channel migration, channel choice, and cross-channel effects of advertising. In the sales promotion area, he is co-author with Robert C Blattberg of the book, *Sales Promotion: Concepts, Methods, and Strategies* (1990, Prentice-Hall), and author of the monograph *Sales Promotion* (2002, Marketing Science Institute).