Marketing Science book series launches four titles

Bringing a business perspective to technical topics, a series of four titles covering four analytical areas of marketing practice has been released by the Marketing Science Series.

Understanding consumer behaviour has long been the challenge of marketers and, in recent years, new marketing disciplines, many technological in scope, have been introduced in an effort to decode the nuances of what makes buyers buy. The challenge to marketers has been in gaining a firm grasp on how to apply these practices effectively to make more sales and increase market share.

The series was written with marketing students and practitioners in mind. Penned by industry experts and luminaries, each volume is written from a business perspective, rather than taking an academic or scientific approach. Each book presents every day marketing challenges, and demonstrates systematically how to apply the right mix of analytics, formulas and scientific techniques to uncover new learning related to consumer behaviour and propensity to buy.

Comprehensive case studies and illustrations give students examples of real-world applications of the tools and techniques they must master to be successful, whether they perform the work themselves or commission external researchers for new studies.

Series

- *Marketing Analytics: A Practical Guide to Real Marketing Science* by Mike Grigsby explores how statistics, analytics and modelling can be used to increase the effectiveness of every day marketing activities.
- *Practical Text Analytics: Interpreting Text and Unstructured Data for Business Intelligence* by Steven Struhl offers real-world guidance on the effective application of text analytics to track customer opinion in the Digital Age.
- *Decoding the Irrational Consumer: How to Commission, Run and Generate Insights from Neuroscience Research* by Darren Bridger helps marketing practitioners leverage neuro-marketing, a relatively new field of marketing research used to understand consumer response to various marketing stimuli.

• *Geodemographics for Marketers: Using Location Analysis for Research and Marketing* by Barry Leventhal demonstrates how to implement this effective research tool to identify location-based segments for highly targeted marketing.

For more information, go to www.koganpage.com/page/marketing-science-series.