Marketing Analytics: A Practical Guide to Real Marketing Science

By Mike Grigsby

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Mike Grigsby provides business analysts and marketers with the marketing science understanding and techniques they need to solve real-world marketing challenges, such as pulling a targeted list, segmenting data, testing campaign effectiveness, and forecasting demand.

Assuming no prior knowledge, *Marketing Analytics* introduces concepts relating to statistics, marketing strategy, and consumer behavior and then works through a series of problems by providing various data modeling options as solutions. By using this format of presenting a problem and multiple ways to solve it, this book both makes marketing science accessible to beginners and aids the more experienced practitioner in understanding the more complex aspects of data analytics to refine their skills and compete more effectively in the workplace.

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Marketing Analytics: A Practical Guide to Real Marketing Science By Mike Grigsby Bibliography

- Sales Rank: #614915 in Books
- Published on: 2015-06-28
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .47" w x 6.00" l, .84 pounds
- Binding: Paperback
- 248 pages

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Editorial Review

Review

"I strongly recommend *Marketing Analytics* to both beginners and folks who don't have much background in statistics. A very precise book. Complicated topics around statistics, marketing and modelling are condensed very well in a much-simplified language, along with real-world examples and business cases, which makes it amusing to read and gives clear understanding about applications of the concepts. The books sets the ground with exactly what one needs to know from statistics as well as marketing, and runs through how these two, coupled with analytics, can help solve real-world business problems. Later, it also covers Market Research topics and concludes with the Capstone, covering application of all the methodologies to Digital Analytics. I believe that *Marketing Analytics* will be a handy reference or manual for students as well as marketing analytics professionals."
(Sasmit Khokale *Analytics Practitioner*)

"This is an excellent read for people in the industry who work in strategy and marketing. This is one of the first books that I have read that covers the entire spectrum from demand, segmentation, targeting, and how results can be calculated. In an age where marketing is becoming more and more sophisticated, this book provides the tools and the mathematics behind the facts. *Marketing Analytics* is written with a scientific voice, but was very readable, with the science wrapped into everyday activities, based on a character we can all relate to, that are derived from these formulas, ultimately driving ROI."
(Elizabeth Johnson *VP, Shopper Marketing-Digital Solutions Retailigence*)

"I found *Marketing Analytics* interesting and easy to comprehend. It has lucid descriptions along with the illustrations, which complement the text. Even a layman can understand, as there is no jargon or technical language used."
(Sunpreet Kaur Sahni *Assistant Professor, GNIMT*)

"Mike's book is the right blend of theory applied to the real world, large-scale data problems of marketing. It's exactly the book I wish I'd had when I started out in this field."
(Jeff Weiner *Sr. Director, Channel and Employee Analytics-US Region, Aimia*)

"For those MBAs who barely passed their quantitative marketing and statistics classes without truly understanding the content, *Marketing Analytics* provides everything managers and executives need to know presented as a conversation with examples to boot! You'll definitely sound smarter in the boardroom after reading this book!"
(James Mourey, PhD and Assistant Professor of Marketing *DePaul University*)

"In one sentence, the role of marketing is to determine who the organization can serve and how it can best be done. To this end, Mike Grigsby escorts the reader through the difficult process of understanding, explaining, and anticipating customer behaviour, aptly delivered with the no-nonsense authority earned by veterans of marketing success. If *Marketing Analytics* is the class, I'm sitting front row!"
(Allyn White *PhD*)

"This book gives a broad overview of marketing analytics to people who don't have any related background....[E]xamples are explained to give readers a clearer idea. I think the book is worth a read for

anyone who wants to become a marketing analyst."
(Yuan Fang *MSc (Marketing Analytics candidate)*)

"Offers a truly accessible guide to the basics and practice of marketing analytics."
(Koen Pauwels, Professor of Marketing at Ozyegin University, Istanbul *and Honorary Professor at the University of Groningen*)

"*Marketing Analytics* is a must-read for analytics practitioners and marketing managers seeking a comprehensive overview of the most actionable techniques that virtually any organization can apply to gain immediate benefits.... Dr. Grigsby succinctly illustrates the concepts with real examples and provide references for analysts needing deeper guidance or theory. I wish *Marketing Analytics* was published 15 years ago - it would've saved me a lot of independent research!"
(W. Dean Vogt, Jr. *Marketing Research and Analytics Practitioner*)

"*Marketing Analytics* is a practical guidebook written in a conversational tone that makes complex theories easily understood. The author's experience in the industry combined with his inherent gift for explaining everything a successful marketing analyst needs to know makes this book a must-read." (Katy Richardson *Founder and Principal, 214 Creative*)

"In his book *Marketing Analytics*, Mike Grigsby takes passionate marketing strategists on a practical, real-life journey for solving common marketing challenges. By combining the concepts and knowledge areas of statistics, marketing strategy and consumer behaviour, Mike recommends scientific and innovative solutions to common marketing problems in the current business environment. Every chapter is an interesting journey for the reader.

What I like most about the book is its simplicity and how it applies to real work-related situations in which almost all of us have been involved while practising marketing of any sort. I also like how Mike talks about tangible measurements of strategic recommended marketing solutions as well as how they add value to companies' strategic endeavours. I highly recommend reading this book as it adds a completely new dimension to marketing science."
(Kristina Domazetoska *Project Manager and Implementation Consultant, Insala*)

"*Marketing Analytics* is a good resource for someone who has just started out in analytics or has interest in marketing analytics. The introduction to the theory and concept behind using a particular technique to solve a specific problem helps the reader better understand the application of statistical methods. The detailed business cases, explained in story form help see the real-world example of the analytical model adopted for the problem."
(Prasanna Bidkar *Right Mix Technologies*)

About the Author
Mike Grigsby has been involved in marketing science for over 25 years. He was marketing research director at Millward Brown and has held leadership positions at Hewlett-Packard and the Gap. With a wealth of practitioner experience at the forefront of marketing science and data analytics, he now heads up the strategic retail analysis practice at Targetbase. He is also known for his academic work, having written articles for academic and trade journals, and currently teaches at the University of Texas at Dallas. He is a regular speaker at trade conventions and seminars.

Users Review

From reader reviews:

Christopher Slowik:

Often the book Marketing Analytics: A Practical Guide to Real Marketing Science has a lot associated with on it. So when you check out this book you can get a lot of gain. The book was authored by the very famous author. Mcdougal makes some research prior to write this book. This particular book very easy to read you can find the point easily after reading this book.

Robert Farley:

People live in this new day time of lifestyle always try to and must have the spare time or they will get great deal of stress from both lifestyle and work. So , whenever we ask do people have time, we will say absolutely yes. People is human not only a robot. Then we ask again, what kind of activity do you have when the spare time coming to anyone of course your answer may unlimited right. Then do you try this one, reading publications. It can be your alternative in spending your spare time, typically the book you have read is Marketing Analytics: A Practical Guide to Real Marketing Science.

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