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And Improving Marketing Decision Making
(International Series In Quantitative Marketing) By
T.H.A Bijmolt**



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result in a useful decision-making aid. Marketing managers preferred statistical modeling, being rather skeptical about modeling social phenomena in

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Davis, D., R. Cosenza, 1993. Busienss Research for Decision Making Leenheer, J., H.J. Heerde, T.H. Bijmolt, A markets. 5th International Marketing Trends

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Diamantopoulos a., fritz w., hildebrandt l.

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