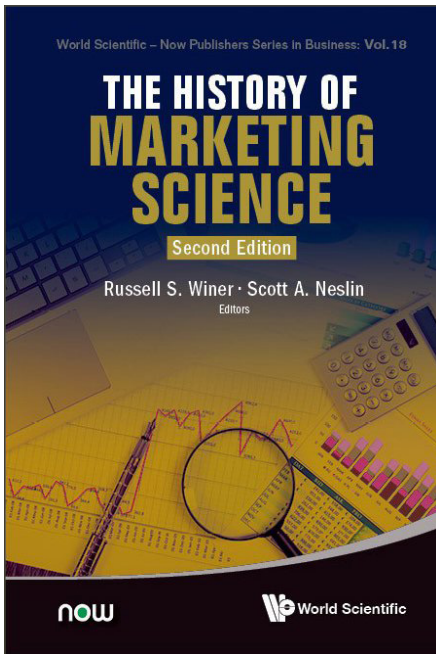


The History of Marketing Science

2nd Edition



Russell S. Winer
(*New York University, USA*)

Scott A. Neslin
(*Dartmouth College, USA*)

ISBN 9789811272226

Extent: 848pp, HB

Pub Date: 2023

Price: US\$188

Subject: Business & Management

ABOUT THE BOOK

The field of marketing science has evolved significantly in the last 70 years. Throughout its rich history, developments in this field have always been anchored on marketing phenomena that drew on economics, statistics, operations research, and related disciplines. This book reviews the accomplishments of notable marketing scientists in several research areas. It emphasizes both the role and the importance that pioneers in marketing science have had in the rapid development of this field and honors those contributions.

This second edition of the book offers updates of the former chapters and six new chapters on emerging areas of marketing science including machine learning, field experimentation methods, and internet marketing. Combined with older areas of research like endogeneity, services, and market segmentation, this book provides a road map for the development of 22 areas of marketing science, which not only is useful from a historical perspective but also identifies important gaps in the literature which can provide an impetus for future research. As such, it provides an important resource for the main consumers of the academic marketing research literature: doctoral students, faculty, and marketing science practitioners in consulting firms and companies.

READERSHIP

Marketing academics and doctoral students in marketing; Book is likely to be used in doctoral seminars and as an aid for marketing professors in their research. Can also be used by sophisticated marketing practitioners in companies such as Amazon, Meta, Google, Alibaba, etc., and consultants at firms such as McKinsey, Monitor, Bain, etc.

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 and Renana Peres*)
 - Econometric Models (*Dominique M Hanssens and Marnik G Dekimpe*)
 - Market Structure (*Steve M Shugan*)
 - Stochastic Models of Buyer Behavior (*Peter S Fader, Bruce G S Hardie, and Subrata Sen*)
 - Endogeneity and Causal Inference in Marketing (*Dominik Papies, Peter Ebbes, and Elea McDonnell Feit*)
 - AI and Machine Learning (*P K Kannan and Liye Ma*)
 - Field Experiments (*Yiting Deng, Anja Lambrecht, and Catherine Tucker*)
- **Management:**
 - Advertising Effectiveness (*Gerard J Tellis*)
 - Branding and Brand Equity Models (*Tülin Erdem and Joffre Swait*)
 - Distribution Channels (*Eunhyu Lee and Richard Staelin*)
 - Customer Relationship Management (CRM) (*Scott A Neslin*)
 - The Internet as a Social Medium (*Wendy W Moe and David A Schweidel*)
 - Internet Marketing (*Peter J Danaher and Andrew T Stephen*)
 - New Products Research (*Tingting Fan, Peter N Golder, and Donald R Lehmann*)
 - Service Marketing Models (*Roland T Rust and Ming-Hui Huang*)
 - Models of Organizational Buying Behavior (*Gary L Lilien*)
 - Pricing (*Russell S Winer*)
 - Sales Force Productivity Models (*Murali K Mantrala*)
 - Sales Promotions (*Karen Gedenk, Kusum L Ailawadi, and Sunil Gupta*)
 - Market Segmentation (*Michel Wedel and Wayne S DeSarbo*)

ABOUT THE EDITORS

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 in 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, École Nationale des Ponts et Chaussées, 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). His work on promotions includes studies of the impact of promotions on stockpiling, consumption, repeat purchasing, and factors that determine promotion effectiveness, as well as strategic issues related to store brands, optimal promotion planning, and corporate-wide shifts in promotion policy. Professor Neslin is an Associate Editor for *Marketing Science*, and is on the editorial boards of the *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Interactive Marketing*, *Journal of the Academy of Marketing Science*, and *Marketing Letters*. He served as President of the INFORMS Society for Marketing Science (ISMS) and is an ISMS Fellow. Website: <http://mba.tuck.dartmouth.edu/pages/faculty/scott.neslin/>.

For orders and enquiries, please contact us:



FEELBOOKS PVT. LTD.

www.feelbooks.in

DELHI	4381/4 Ansari Road, Daryaganj, New Delhi 110002 Pushpendra Kumar	Tel: +91-11-47472630 Mobile: +91 9015043442 Email: orders@feelbooks.in
BENGALURU	C-22, Brigade MM, KR Road, Jayanagar 7th Block, Bengaluru 560070 Shekar Reddy	Tel: +91-80-26762129 Mobile: +91 9945234476 Email: bangalore@feelbooks.in
MUMBAI	Alok Dube	Mobile: +91 9833435804 Email: adube@feelbooks.in
CHENNAI	G Srinivasan	Mobile: +91 9003047502 Email: gsrinivasan@feelbooks.in
KOLKATA	Dhrubajyoti Bhattacharjee	Mobile: +91 9836160013 Email: dbhattacharjee@feelbooks.in
HYDERABAD	Kundan Kumar.S	Mobile: +91 8106726072 Email: kundan@feelbooks.in

For any queries, please email us at marketing@feelbooks.in