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Empirical Generalizations About Marketing Impact

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Empirical Generalizations about Marketing Impact answers the question: What do we know about the impact of marketing activities? Edited by Dominique M. Hanssens of UCLA, the 2015 edition updates MSI's best-selling 2009 book and provides evidence-based findings on new topics such as sales diffusion and social influence, word of mouth and sales elasticity, and the impact of service innovation.

Empirical Generalizations about Marketing Impact, 2nd ed ...

Empirical Generalizations about Marketing Impact is amazingly comprehensive. It runs the gamut from macro to micro forces acting on our markets, from tried-and-true marketing strategies to emerging marketing channels, and from stock market impact to individual consumer tendencies.

Empirical Generalizations about Marketing Impact ...

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Empirical Generalizations about Marketing Impact, edited by UCLA Prof. Dominique M. Hanssens, surveys the academic research to determine “what we know” about the impact of marketing activities on product and company performance. With over 80 contributions from leading marketing scholars, it summarizes current knowledge about the impact of marketing spending in 16 topic areas.

Empirical Generalizations about Marketing Impact: What We ...

Dominique M. Hanssens presents and discusses the highlights of MSI's newly updated Empirical Generalizations about Marketing Impact, which includes 123 generalizations about marketing impact on business performance. These insights are drawn from several decades of academic research, published in the leading marketing journals.

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Book review: Empirical generalizations about marketing impact

Dominique M. Hanssens presents and discusses the highlights of MSI's newly updated "Empirical Generalizations about Marketing Impact," which includes 123 generalizations about marketing impact on...

Empirical Generalizations about Marketing Impact - MSI Webinar Recording

Empirical marketing generalizations are of interest to both the academic and the practitioner communities. As our marketing doctoral programs increase in specialization and scientific

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sophistication, there is a risk that newly trained marketing academics are so focused on their area of expertise that they lack an overall perspective on marketing and marketing impact.

The value of empirical generalizations in marketing ...

It has been argued that price sensitivities depend on factors such as advertising. Prior studies on the effect of advertising on consumer price sensitivity have found seemingly conflicting results. We analyze the characteristics of previous studies in marketing and generate a set of three empirical generalizations. These are (1) an increase in price advertising leads to higher price sensitivity among consumers, (2) the use of price advertising leads to lower prices, and (3) an increase in ...

Empirical Generalizations About the Impact of Advertising

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We report three empirical generalizations about advertising and

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its effect on consumer price sensitivity and otl price: G154 ANIL KAUL AND DICK R. WITTINK (1) An increase in price advertising leads to higher price sensitivity among consumers.

Empirical Generalizations about the Impact of Advertising

...

Based on these two studies, four empirical generalizations emerge. First, when ignoring selection effects of stars, the impact of star power on box office revenues is strongly upwards biased. Second, artistic star power is associated with significantly lower box office revenues than commercial star power.

Empirical generalizations on the impact of stars on the ...

We analyze the characteristics of previous studies in marketing and generate a set of three empirical generalizations. These are (1) an increase in price advertising leads to higher price

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sensitivity among consumers, (2) the use of price advertising leads to lower prices, and (3) an increase in nonprice advertising leads to lower price sensitivity among consumers.

EMPIRICAL GENERALIZATIONS ABOUT THE IMPACT OF ADVERTISING ...

EMPIRICAL GENERALIZATIONS ABOUT THE IMPACT OF
ADVERTISING ON PRICE SENSITIVITY AND PRICE ANIL KAUL AND
DICK R. WITTINK Cornell University Consumers' sensitivities to
price changes are an important input to strategic and tactical
decisions. It has been argued that price sensitivities depend on
factors such as advertising.

Empirical Generalizations about the Impact of Advertising

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The impact of market share on financial firm performance is one
of the most widely studied relationships in marketing strategy

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research. However, since the meta-analysis by Szymanski, Bharadwaj, and Varadarajan (1993), substantial environmental (e.g., digitization) and methodological (e.g., accounting for endogeneity) developments have occurred. The current work presents an updated and extended ...

When Does Market Share Matter? New Empirical ...

In Empirical Generalizations about Marketing Impact, edited by Dominique M. Hanssens, top marketing academics offer evidence-based generalizable findings on ...

Dominique Hanssens discusses Empirical Generalizations About Marketing Impact

D.M. Hanssens, "The Value of Empirical Generalizations in Marketing," Journal of the Academy of Marketing Science, January 2018. H. Kim and D. M. Hanssens, "Advertising and Word-of-Mouth Effects on Pre-Launch Consumer Interest and Initial

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Sales of Experience Products," Journal of Interactive Marketing 37, February 2017.

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empirical generalizations (EGs) about advertising from a December 2008 Wharton conference on empirical generalizations,¹ as well as eight other EGs presented in the MSI book on Empirical Generalizations about Marketing Impact (Hanssens, 2009) and ten from the study of the U.K.'s IPA Effectiveness Awards (see Binet and Field, p. 130, this

Advertising Empirical Generalizations: Implications for ...

Empirical Generalizations in Retailing Article (PDF Available) in Journal of Retailing 90(2):121-124 · June 2014 with 205 Reads
How we measure 'reads'

(PDF) Empirical Generalizations in Retailing

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The necessity of providing generalized findings has been emphasized by many scholars and has led to, for example, a special edition of Marketing Science focusing on empirical generalizations in 1995. Our findings provide such generalizations for both the demand and supply side of a major global industry in two major markets.

Empirical generalizations of demand and supply dynamics

...

Based on these two studies, four empirical generalizations emerge. First, when ignoring selection effects of stars, the impact of star power on box office revenues is strongly upwards biased....

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