



Dynamic Competitive Analysis in Marketing : Proceedings of the International Workshop on Dynamic Competitive Analysis in Marketing, Montréal, Canada, September 1-2, 1995 /

AllanSteffenRobert

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Monografía

The book contains a selection of recent research work in the design and implementation of dynamic marketing strategies in a competitive environment. It covers various key problem areas such as advertising, promotion, pricing, new product diffusion as well as channel conflict and cooperation. The book is of interest to researchers in marketing science, applied game theorists, and practitioners in marketing with an interest in methods and examples of dynamic competitive analysis of both theoretical and empirical orientation

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