

# Preface

We are very pleased to present this second edition of the Handbook of Marketing Decision Models. The field of marketing decision models is in a permanent state of development and growth. Since the publication of the first edition of this Handbook in 2008, new marketing phenomena have come under scrutiny and other areas have been developed more in-depth. This Handbook contains an introductory chapter, followed by seventeen chapters on marketing decision models in different domains. Thirteen of these are entirely new. Four chapters are by the same authors as in the first edition, but represent complete updates and extensions of previous texts. Information technology remains the main driver of developments in marketing decision models. Not surprisingly, this new edition of the Handbook has chapters on models for customer relationship management, customer loyalty management, Web site design, Internet advertising, social media, and social networks. In addition to this, there are new chapters on many other topics. The introductory chapter offers a short description of each chapter. Biographies of the contributing authors can be found at the end of the book.

The Handbook presents state-of-the-art marketing decision models and is highly relevant for several subsets of readers including builders of marketing models, users of marketing models, and academics in marketing departments of business schools, in related departments such as decision sciences and strategy, marketing scientists working outside academia, Ph.D. students, marketing researchers, and consultants. The book is also designed to cover the substantive content in marketing models courses at the graduate level. The Handbook is available in hard copy and in electronic form (also as individual chapters) and will be part of Springer's eBook package for universities.

We would like to thank all our colleagues in the field who have helped us to write this Handbook. Most of all, we thank the authors of the chapters of this book. They are all world-renowned specialists in their fields, people with busy schedules, and they have taken the time and effort to write and revise their chapters. By doing this, they offer the opportunity to others to share their expertise. This is a great service to the field.

We would also like to thank the reviewers. Each chapter was reviewed by two expert colleagues, and the authors have benefited from their comments and recommendations. The names of the reviewers can be found as an Appendix to this preface.

We would like to express our gratitude to our departments, the Marketing Department at the Rotterdam School of Management and the Marketing Department at the Hong Kong University of Science and Technology, for their support during our work on the book.

Finally, we would like to mention the excellent cooperation we received from Fred Hillier, the Editor of the Springer International Series on Operations Research and Management Science, and his successor Camille Price. Furthermore, it was a pleasure to work with Matthew Amboy and all those at Springer who were involved in the preparation, production, and marketing of the book.

The field of marketing decision models started about sixty years ago and has thrived ever since. We hope this Handbook will be a useful guide for the current stage of its life cycle and will inspire many scholars to take the field to its next level.

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## **Appendix: Reviewers of the chapters for the Handbook of Marketing Decision Models (Second Edition)**

Peter Boatwright, Carnegie Mellon University  
Michael Braun, Cox Business School, Southern Methodist University  
Bart Bronnenberg, Tilburg University  
Martijn De Jong, Erasmus School of Economics, Erasmus University  
Isaac Dinner, Kenan-Flagler Business School, University of North Carolina  
Ceren Kolsarici, Queen's University  
Bas Donkers, Erasmus School of Economics, Erasmus University  
Daria Dzyabura, Stern School of Business, New York University  
Els Gijsbrechts, Tilburg University  
Jacob Goldenberg, IDC Herzliya  
Sachin Gupta, Cornell University  
Raghuram Iyengar, The Wharton School, University of Pennsylvania  
Donald R. Lehmann, Columbia University  
Song Lin, Hong Kong University of Science and Technology  
Andres Musalem, Universidad de Chile and Duke University  
Scott Neslin, Amos Tuck School, Dartmouth College  
Peren Özturan, VU University Amsterdam  
John Roberts, UNSW Australia Business School  
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 Olivier Toubia, Columbia University  
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