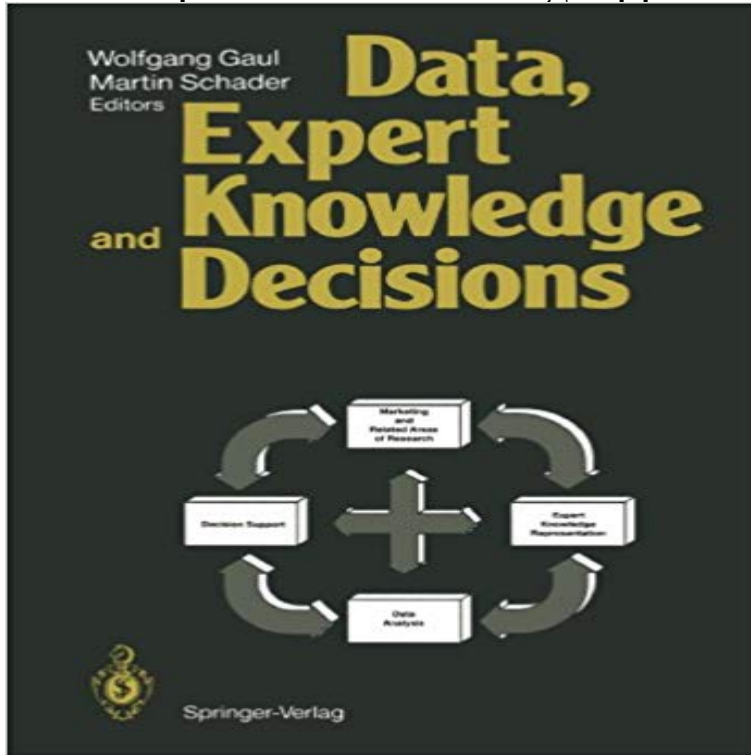


Data, Expert Knowledge and Decisions: An Interdisciplinary Approach with Emphasis on Marketing Applications



Cross-disciplinary research on how computer-assisted decision making can be supported by sophisticated data analysis techniques and recent developments in knowledge-based systems research are described in this volume, with emphasis on marketing applications. Aspects dealt with include market-share analysis (spreadsheet based), media planning, stochastic market modelling, marketing data analysis and new product introduction management (all knowledge-based, partly using PROLOG). These contributions emphasize links between decision support, expert knowledge research and marketing. Other application areas are debt and credit management and personnel disposition (KEE based), portfolio management (PROLOG based) and vehicle scheduling. Concrete interconnections between data analysis and marketing can be seen in the contributions on classification and unfolding of market data, market segmentation by forced classification, conjoint analysis applications, ideal point product mapping, MDS in telecommunications pricing and multi-mode marketing data evaluations.

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In this paper, we consider developmental lines of computer-assisted decision support (with consideration of knowledge-based approaches) for data **NDL: Data, Expert Knowledge and Decisions: An Interdisciplinary** Data, expert knowledge, and decisions : an interdisciplinary approach with emphasis on marketing applications by W Gaul(Book) 14 editions published in 1988 **Challenges at the Interface of Data Analysis, Computer Science, and** Find great deals for Data, Expert Knowledge and Decisions : An Interdisciplinary Approach with Emphasis on Marketing Applications (2012, Paperback). **A PROLOG-Based PC-Implementation for New Product Introduction** Data, Expert Knowledge and Decisions. An Interdisciplinary Approach with Emphasis on Marketing Applications. Editors (view affiliations). 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