

# Decision-support Systems For Marketing

by Louis A Wallis; Conference Board

Journal of Marketing. Vol. 43 (Summer 1979), 9-26. Decision Support Systems for Marketing Managers / 9. This content downloaded from 66.249.75.85 on Tue, Global Marketing Decision. Support Systems. Aleksandar Grubor. Article Info: Management Information Systems,. Vol. 4 (2009), No. 1, pp. 021-027. Received 12 Marketing decision support systems: Adoption, use, and satisfaction On the development of decision support systems as a marketing . Marketing Decision Support Systems – The Mix. My Blog Try our smart Decision Support Software for free: ? Analyze & visualize your data with ease . Make better decisions with our marketing decision support system. Decision Support Systems in Marketing - Springer Explain the concept and purpose of a marketing decision support system. 2. Define marketing research and explain its importance to marketing decision making. Marketing decision support system (MDSS) - PMLive This paper deals with marketing decision support systems (MDSS) in companies. In a conceptual framework five categories of factors are distinguished that 8. Decision Support Systems and Marketing Research

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