

Statistical Methods In Customer Relationship Management

By V. Kumar

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J. Andrew Petersen - Home -

Customer Relationship Management - Fall J. Andrew and V. Kumar V. and J. Andrew Petersen (2012), "Statistical Methods in Customer Relationship Management

<http://www.unc.edu/~jandrew/>

Tien (Tina) Le | LinkedIn -

Statistical Methods in Customer Relationship Management (Link) Wiley October 2012 - Assisted Dr. V Kumar in writing three chapters: chapter 1, 8, and 9.

<https://www.linkedin.com/in/letien>

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<http://www.drvkumar.com/statistical-methods-in-customer-relationship-management/>

What is Data Analysis and Data Mining? - Database -

The technologies are frequently used in customer relationship data and applies statistical methods and of customer data mining include

<http://www.dbta.com/Editorial/Trends-and-Applications/What-is-Data-Analysis-and-Data-Mining-73503.aspx>

TQM Test 2 - ProProfs Quiz -

Action plans may include all of the following EXCEPT: customer relationship management train customer contact tools and statistical methods to plan

<http://www.proprofs.com/quiz-school/story.php?title=tqm-test-2>

Customer Relationship Management - Statistical -

How to Cite. Kumar, V. and Petersen, J. A. (2012) Customer Relationship Management, in Statistical Methods in Customer Relationship Management, John Wiley & Sons, Ltd

<http://onlinelibrary.wiley.com/doi/10.1002/9781118349212.ch1>

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Statistical and Machine-Learning Data Mining: -

The statistical data mining methods effectively consider big data for identifying by Narendra Kumar and Rajiv Kumar Customer Relationship Management; Education;

<http://www.kutenk.com/2012/08/statistical-and-machine-learning-data-mining/>

Customer Relationship Management - Springer -

Customer Relationship Management Concept, Strategy, V. Kumar (ID1) Werner Reinartz (ID2) Department of Retailing and Customer Man,

<http://link.springer.com/book/10.1007/978-3-642-20110-3>

Wiley-VCH - Kumar, V. / Petersen, J. Andrew - -

Kumar, V. / Petersen, J. Andrew Statistical Methods in Customer Relationship Management. 1. Auflage September 2012 89,90 Euro 2012. 286 Seiten, Hardcover

http://www.wiley-vch.de/publish/dt/books/forthcomingTitles/S_T00/1-119-99320-2/

Statistical methods in customer relationship -

This book is a review of statistical methods applied to managing a firm's relationships with customers. Kumar and Petersen bring their deep expertise in quantitative

<http://www.tandfonline.com/doi/full/10.1080/02664763.2013.853920>

Forecasting - Wikipedia, the free encyclopedia -

Both might refer to formal statistical methods Forecasting is used in Customer Demand albeit often ignored aspect of forecasting, is the relationship it

<http://en.wikipedia.org/wiki/Forecasting>

STATISTICAL METHODS IN CUSTOMER RELATIONSHIP -

STATISTICAL METHODS IN CUSTOMER RELATIONSHIP MANAGEMENT ISBN Number: 9781119993209 Author: KUMAR V Publisher: WILEY Edition: 1ST - 2012

<http://www.vanschaik.com/book/51fb53926f17e/>

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Research and Markets: The Book 'Statistical Methods in Customer Relationship Management' will be Beneficial for Instructors of Applied Statistics and

<http://www.businesswire.com/news/home/20120918006018/en/Research-Markets-Book-Statistical-Methods-Customer-Relationship>

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<http://www.bschool.washington.edu/centers/salesmark/Documents/kumar-bio.pdf>

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http://www.goodreads.com/author/show/6208277.Viba_Kumar

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V. Kumar (VK) is the Regents Customer Relationship Management (CRM), Customer Lifetime Value, Marketing Research, Statistical Methods in CRM and International <http://robinson.gsu.edu/profile/v-kumar/>

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<http://www.amazon.ca/Studyguide-Statistical-Relationship-Management-9781119993209/dp/1490241663>

SMCRM | inside-R | A Community Site for R -

Data Sets for Statistical Methods in Customer Relationship Management by Kumar and Petersen (2012).

<http://www.inside-r.org/packages/smcrm>

Customer Relationship Management - Concept, -

Customer relationship management Statistics; Water; Services. V Kumar s pioneering research on Customer Loyalty and Customer Lifetime Value has received

<http://www.springer.com/us/book/9783642201097>

EconPapers: Statistical methods in customer -

By Anshuman Sahu; Statistical methods in customer relationship management Statistical methods in customer relationship management. Anshuman Sahu. Journal of

<http://econpapers.repec.org/RePEc:taf:japsta:v:41:y:2014:i:4:p:912-912>

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Google Scholar. Citation indices All JA Petersen, L McAlister, DJ Reibstein, RS Winer, V Kumar, G Atkinson. Statistical Methods in Customer Relationship

<http://scholar.google.com/citations?user=T2kVLjOAAAAJ&hl=en>

Predictive analytics - Wikipedia, the free -

Predictive analytics encompasses a Analytical Customer Relationship Management can be belongs to the class of pattern recognition statistical methods.

http://en.wikipedia.org/wiki/Predictive_analytics

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