

# **Building Models For Marketing Decisions (International Series In Quantitative Marketing) By Peter S.H. Leeflang;Dick R. Wittink;Michel Wedel**

**By Peter S.H. Leeflang;Dick R. Wittink;Michel Wedel**

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There are three categories of models (Leeflang et Leeflang P.S.H., D.R. Wittink, M. Wedel and P.A. Naert, Building models for marketing decisions, ISQM Series in

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