



Intelligent Support Systems for Marketing Decisions (International Series in Operations Research & Management Science)

Nikolaos F. Matsatsinis, Y. Siskos

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Intelligent Support Systems for Marketing Decisions examines new product development, market penetration strategies, and other marketing decisions utilizing a confluence of methods, including Decision Support Systems (DSS), Artificial Intelligence in Marketing and Multicriteria Analysis. The authors systematically examine the use and implementation of these methodologies in making strategic marketing decisions.

Part I discusses the basic concepts of multicriteria analysis *vis-à-vis* marketing decisions and in new product development situations. Part II presents basic concepts from the fields of Information Systems, Decision Support Systems, and Intelligent Decision Support Methods. In addition, specialized categories of DSS (multicriteria DSS, web-based DSS, group DSS, spatial DSS) are discussed in terms of their key features and current use in marketing applications. Part III presents IDSS and a multicriteria methodology for new product development. Further chapters present a developmental strategy for analyzing, designing, and implementing an Intelligent Marketing Decision Support System. The implementation discussion is illustrated with a real-world example of the methods and system in use.

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