References


Targetability,” *Marketing Science* 20(1), 23-41
on Prescribing Decisions, Management Science 58(7), 1374-1387
13, 2-12.
Cravens, D.W., T.N. Ingram, R.W. LaForge, C.E. Young (1993), “Behavior-Based and Outcome-
from the Choicepoint and TJX Data Breaches,” *MIS Quarterly* 33(4), 673-687.
with Free Trials,” *Journal of Marketing Research* 52, 217-234.
Feedback Metrics for Retention,” *International Journal of Research in Marketing* 32,
195-206.
Look at Long Term Marketing Profitability,” *Journal of Marketing Research* 36,
397-412.
Dempster, A., N. Laird, D. Rubin (1977), “Maximum Likelihood from Incomplete Data via the
Dijksterhuis, M., S. Velders (2009), “Predicting Switching Behavior in a Market with Low
Mobility: A Case Study,” in *Developments in Market Research*, A.E. Bronner, ed. (Spaar


GfK (2016), “*Measuring Multichannel Marketing: Pharma Plays Catch-Up.*”


