



Distributed Lag Models of Response to a Communications Mix (Classic Reprint)

By David Bruce Montgomery

Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Excerpt from Distributed Lag Models of Response to a Communications Mix This paper is concerned with the problem of measuring market response to a communications mix - the various means which a firm employs to transmit sales messages to potential buyers. Distributed lag models are applied to time series data for an ethical drug to estimate the short-run and long-run effects on market share of expenditures made for journal advertising, direct mail advertising, samples and literature, and personal selling. Important differences were found among the communications variables with respect to the magnitude and over-time pattern of effect each had on market share. The managerial implications of the findings and the contribution of this type of measurement to the evolution of marketing information systems are discussed. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. Find more at This book is a reproduction of an important historical work. Forgotten Books uses state-of-the-art technology to digitally reconstruct the work, preserving the original format whilst repairing imperfections present in the aged copy. In rare cases,...



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