

Fuzzy Optimization and Multi-Criteria Decision Making in Digital Marketing

Part of the Advances in Marketing, Customer Relationship Management, and E-Services (AMCRMES) Book Series

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Description:

The decision-making process has become a challenge in modern organizations due to increased access to information and large data sets. When considering single-criteria problems, the decision making process is extremely intuitive. On the other hand, multi-criteria decision making, which involves several factors, requires further consideration and more sophisticated methods.

Fuzzy Optimization and Multi-Criteria Decision Making in Digital Marketing applies fuzzy theory and multi-criteria decision making principles for better practice in the digital business environment.

This research-focused publication features discussions on several key concepts useful for modern business professionals including decision-making models and fuzzy theory applied to internet marketing, consumer behavior, and the optimization of strategic marketing plans.

Readers:

This publication is designed for use by business professionals, executives, graduate-level students, and researchers.

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Topics Covered:

- Competitive Advantage
- Consumer Behavior
- Customer Relationship Management
- Decision-Making Frameworks
- E-Marketing
- Fuzzy Theory
- Online Product Information
- Optimization Techniques

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