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Ilia Katcov, 2017. Hardback. Condition: New. Language: English. Brand New Book. Introduction to Algorithmic Marketing is a comprehensive guide to advanced marketing automation for marketing strategists, data scientists, product managers, and software engineers. It summarizes various techniques tested by major technology, advertising, and retail companies, and it glues these methods together with economic theory and machine learning. The book covers the main areas of marketing that require programmatic micro-decisioning - targeted promotions and advertisements, eCommerce search, recommendations, pricing, and...

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- Authored by Ilya Katsov
- Released at 2017



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