

عنوان مقاله:

A discrete-choice model of new product positioning ;evidence from miniator

محل انتشار:

چهارمین کنفرانس بین المللی مدیریت بازاریابی (سال: 1389)

تعداد صفحات اصل مقاله: 12

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خلاصه مقاله:

In product choice models , undestanding current situation , future derection and customers characteristics are vital to position the product in a differentiated space . Thus , incorporating expectations on current products target expectations for choosing future products as well as socio-demographic characteristics is conceptually appealing and .has numerous managerial benefits

کلمات کلیدی:

discrete choice models, socio-demographic characteristics , binary logit

لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/99431>

