

GRA 6435 Customer Value Analytics

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Fader, P. S., Hardie, B. G. S. & Shang, J. Customer-Base Analysis in a Discrete-Time Noncontractual Setting. *Marketing Science* **29**, 1086–1108 (2010).

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van Oest, R. & Knox, G. Extending the BG/NBD: A simple model of purchases and complaints. *International Journal of Research in Marketing* **28**, 30–37 (2011).

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During the course there may be hand-outs and other material on additional topics relevant for the course and the examination.