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PROGRESS AND PROSPECTS**
A Tribute to Paul E. Green

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MARKETING RESEARCH AND MODELING: PROGRESS AND PROSPECTS

A Tribute to Paul E. Green

edited by

Yoram (Jerry) Wind

The Wharton School, University of Pennsylvania

Paul E. Green

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Paul E. Green

Dedication

This book is dedicated to three groups:

- *the innovators from a wide variety of disciplines who have contributed powerful new methods and techniques,*
- *the academics and industry consultants who have adapted and extended these tools to marketing research and modeling, and*
- *the courageous business leaders who have been willing to apply these new tools in responding to business challenges.*

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