**Week 5: Recommended Readings**

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Week 5: Introduction to Bayesian Modeling Recommended Readings List

1. Rossi and Allenby (2003) Bayesian Statistics and Marketing: [link to the article](https://prod-edxapp.edx-cdn.org/assets/courseware/v1/35acdfc372f03d3faff820f1d25f4dfe/asset-v1:ColumbiaX+DS101X+1T2017+type@asset+block/BayesianStatisticsandMarketing_byRossiand_Allenby.pdf)

Read the following sections from the above article:

* + - section 2 on Bayesian essentials
    - section 3 on Bayesian computation and inference using MCMC
    - sections 4 and 5 on modeling marketing data

2. Andrew Gelman, "Spell-checking example demonstrates key aspects of Bayesian data analysis":  <http://andrewgelman.com/2014/01/22/spell-checking-example/>