



An On-Line Technique for Estimating and Analyzing Complex Models (Classic Reprint)

By Glen L Urban

Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Excerpt from An on-Line Technique for Estimating and Analyzing Complex Models This paper describes an on-line interactive trial and error search technique. The technique is based upon the use of a manager as a heuristic to guide and control the search. He prescribes the initial values for the parameters or variables, the number of values to be evaluated, and the increment that will separate each value. A computer program evaluates all combinations of the values and reports the best value for the criterion function specified in the model. Seeing these results, the manager may change the search parameters and thereby approach the optimum with the desired level of accuracy. The search procedure is demonstrated in a data based competitive parameter estimation problem and a dynamic optimum marketing mix determination analysis, The relationship of this man-machine trial and error search routine to other numeric optimization techniques is indicated. The proposed technique appears to be a flexible, single and relatively efficient method of analyzing marketing models. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic...



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