Simulation Links:

<https://hbsp.harvard.edu/import/638530>

Case Links:

* [Air France Internet Marketing: Optimizing Google, Yahoo!, MSN, and Kayak Sponsored Search](https://hbsp.harvard.edu/tu/4fe230c8" \t "_blank) KEL319-PDF-ENG   
  <https://hbsp.harvard.edu/tu/4fe230c8>
  + [Air France Internet Marketing: Optimizing Google, Yahoo!, MSN, and Kayak Sponsored Search Exhibit Spreadsheet, Spreadsheet Supplement](https://hbsp.harvard.edu/tu/93b16aa6) KEL321-XLS-ENG   
    <https://hbsp.harvard.edu/tu/93b16aa6>
* [Carolinas HealthCare System: Consumer Analytics](https://hbsp.harvard.edu/tu/e0f47c2d) 515060-PDF-ENG   
  <https://hbsp.harvard.edu/tu/e0f47c2d>
* [Rosewood Hotels and Resorts: Branding to Increase Customer Profitability and Lifetime Value](https://hbsp.harvard.edu/tu/46234644) 2087-PDF-ENG   
  <https://hbsp.harvard.edu/tu/46234644>
* [The Prediction Lover's Handbook](https://hbsp.harvard.edu/tu/d0ca5e2e) SMR299-PDF-ENG   
  <https://hbsp.harvard.edu/tu/d0ca5e2e>
* [Improving Customer Engagement at VMWare through Analytics](https://hbsp.harvard.edu/tu/6ced1331) IMB623-PDF-ENG   
  <https://hbsp.harvard.edu/tu/6ced1331>