

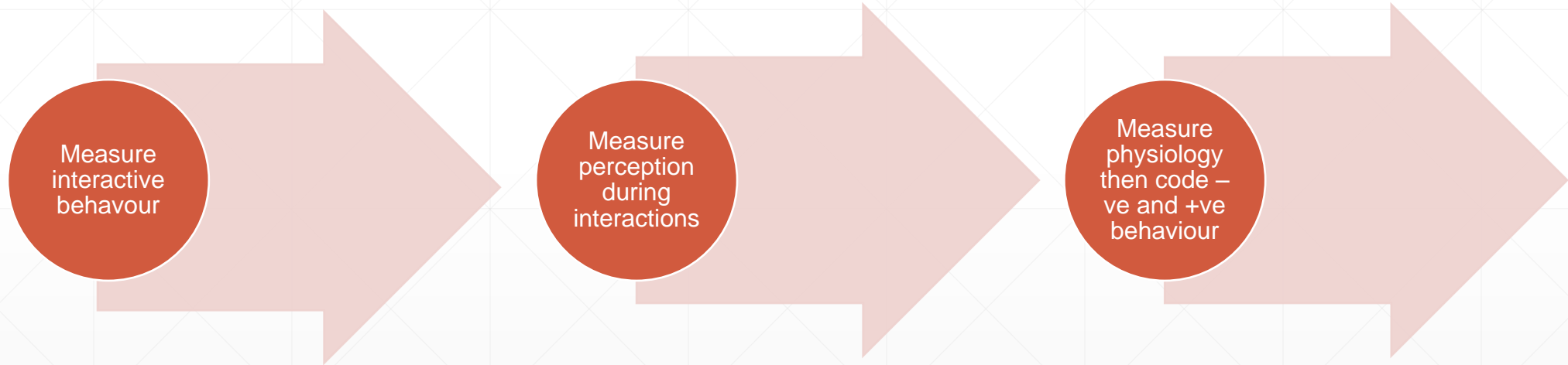
A general systems theory of marriage

Can we apply Nonlinear difference equations to modelling marketing phenomena?

THE THOUGHT

- Marketing is about interactions. So is marriage
 - Divorce rates are astronomical so are marketing campaigns and budgets
 - Mathematics is the study of patterns and marketing executives believe they have honed their art to a science
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This is what the mathematicians propose



**Does it look?feel
familiar?**

The marketing strategy?

- Situation analysis
- Marketing strategy
- Marketing mix decisions
- Implement and control

Question is looking at the above how do you device a strategy?make mix decisions ?what are the drivers?

Mathematically these will use markov chains. One has to look at absorbing and non absorbing states.

When is a campaign succesful?which campaign is succesful? Why is it succesful?
