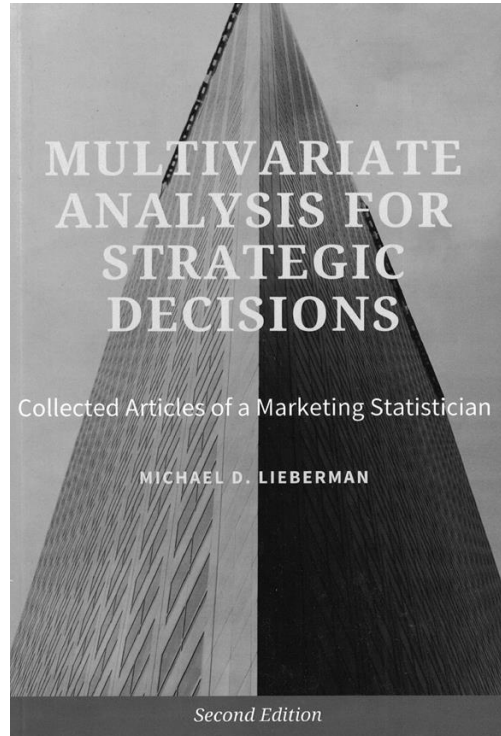


## Professional Articles – Michael D. Lieberman

Lieberman, Michael *Multivariate Analysis for Strategic Decisions, Collected Articles of a Marketing Statistician*, Steuben Press, October 2019, Print.



In the Numbers: How Lockdowns Prevent Breakout, *Marketing Research Council Blog*, July 2020

Assessing a Brand Funnel Using Comparative Discriminant Analysis, *Quirk's Marketing Research Review*, July 2020

Game Theory and Consumer Choice, *Quirk's Marketing Research Review*, June 2020

Migration of Marketing Analytics to The Human Resources Industry, *Quirk's Marketing Research Review*, November 2019

The Reemergence of The Data Strategist, *Quirk's Marketing Research Blog*, October 2019

Talent Management: Organizational Network Analysis, *Workforce Solutions Review*, January-March 2019

Group Optimization – An Application of the Nash Equilibrium, *Elder Research Predictive Analytics Blog*, February 2019

Detecting Employee Fraud, *myHRFuture Blog*, January 2019

Applied Behavioral Economics, *Quirk's Marketing Research Review*, November 2018

Data Translators – The Must Have Role for the Future *Greenbook Blog*, August 2018

A Product Quadrant for Accurate Data Modeling, *Quirk's Marketing Research Review*, August 2018

Applied Statistics for Restaurant Strategic Menu Choice, *Greenbook Blog*, April 2018

Deploying Existing Client Databases – CX to Financial Linkage, *Quirk's Marketing Research Review*, March 2018

Small Big Data Self-Organizing Maps for Customer Segmentation, *Quirk's Marketing Research Review*, July 2017

The Solar System of Social Media, *Greenbook Blog*, June 2017

Canonical Multiphase Segmentation, *Admap Magazine*, March 2017

Twitter Network Analysis: Nordstrom at the Center of Resistance?, *Greenbook Blog*, February 2017

How to Price an Island, *Quirk's Marketing Research Review*, February 2017

Data Fusion - How Researchers Can Create C - Suite Deliverables, *Quirk's Marketing Research Review*, January 2017

Game Theory, Divorce, and Marketing Research: *Greenbook Blog*, December 2016

Why Do Google Apps Want My Sensitive Data, *Quirk's Marketing Research Review*, July 2016

Big Data and Marketing Research, *Greenbook Blog*, April 2016

Shapely Value in Marketing Research, *Quirk's Marketing Research Review*, February 2016

Pricing Research - A New Take on the Van Westendorp, *Quirk's Marketing Research Review*, July 2015

Using Hyperlink Networks to Data-Mine The Web, *Quirk's Marketing Research Review*, June 2015

Tandem Segmentation - Getting Your Product to Sell Itself, *Quirk's Marketing Research Review*, May 2015

Design Conceptualization - Measuring Second Order Interactions, *Quirk's Marketing Research Review*, May 2015

Promote, Promote, Promote: Life as an MR Consultant, *Quirk's Marketing Research Review*, April 2015

Multidimensional Visuals to Map Personalities, *Quirk's Marketing Research Review*, December 2014

The Project Conundrum, *Research World Magazine*, May 2014

Creative Statistician - Satisfying Stats, *Quirk's Marketing Research Review*, May 2014

Boosting Employee Retention with Predictive Analytics, *Quirk's Marketing Research Review*, February 2014

Using NodeXL to Visualize Social Media, *Quirk's Marketing Research Review*, January 2014

Small Data Visualization, *Quirk's Marketing Research Review*, October 2013

Counterintuitive Marketing, *Research World Magazine*, September 2013

Grow Restaurant Dining Visit, with Dave Leonard, *Admap Magazine*, September 2013

Steering the Vote - The Case of the Oglala Sioux Casino, *Quirk's Marketing Research Review*, September 2013

Helping Wrangle Big Data Monte Carlo For Marketing Research, *Quirk's Marketing Research Review*, July 2013

The Choice Toolbox, *Quirk's Marketing Research Review*, February 2013

How Nate Silver Did It, *Quirk's Marketing Research Review*, February 2013

Loyalty is the Big Enchilada, with Dave Leonard, *Admap Magazine*, December 2012

Improve Your Research Reporting with Visual Mapping, *Quirk's Marketing Research Review*, December 2012

Managing Sideways, *Research World Magazine*, November 2012

A Step Further: Measuring Improvement of NPS, *Quirk's Marketing Research Review*, August 2012

Political Branding - Perceptual Maps, *Quirk's Marketing Research Review*, May 2012

Measuring Social Desirability, with James Rohde, *Quirk's Marketing Research Review*, February 2012

Feasibility Studies and Market Research - Tacos in Tel Aviv, *Quirk's Marketing Research Review*, September 2011

Mining the Silent Evidence, with James Rohde, *Research World Magazine*, March 2011

Building and Measuring Brand Personality: How Does Your Brand Behave? *Quirk's Marketing Research Review*, March 2011

Risky Business: How Research Can Find The Truth About Respondents' Bad Behavior, *Quirk's Marketing Research Review*, September 2010

Recession Lessons How Research Buyers and Suppliers Can Cope, *Quirk's Marketing Research Review*, February 2010

Maximum Difference - The Next Choice in Choice Modeling, *Quirk's Marketing Research Review*, January 2010

Multivariate Pricing Techniques by Michael Lieberman, *Research World Magazine*, January 2010

Brand Equity - Structural Equations Model by Michael Lieberman, *Admap Magazine*, January 2010

Political Branding - How to Manage it and Help Your Candidates Win, *Campaigns and Elections Magazine*, September 2010

Data Integration ~ Combining Qualitative And Quantitative Methods To Support Improved Business Decisions, *Quirk's Marketing Research Review*, November 2009

Enhanced Customer Segmentation - Targeting the Golden Egg, *Admap Magazine*, April 2009

The Price Toolbox, *Admap Magazine*, February 2009

Design Performance – The Kano Model, *Quirk's Marketing Research Review*, October 2008

Optimization: Loyalty ROI - Maximizing Loyalty Points, *Admap Magazine*, October 2007

Performance, The Score, *Admap Magazine*, January 2007

What's in a Name, with Jon Montgomery, *Admap Magazine*, June 2006

Measuring and Using Employee Satisfaction, with Dave Leonard, *Admap Magazine*, April 2006

Unearthing TURE, *Quirk's Marketing Research Review*, April 2006

A Compendium of Branding Techniques with Jon Montgomery, *Admap Magazine*, September 2005

Virtual Targeting, *Quirk's Marketing Research Review*, February 2005

Segmenting the Burger Market, *Admap Magazine*, March 2004

Conjoint Analysis for Political Messaging, *Admap Magazine*, October 2003

The Power of Segmentation, *Admap Magazine*, May 2003

Brand Equity and Discrete Choice Models, *Quirk's Marketing Research Review*, May 2003

Is there Money in Mouth Pain, with Donna Kotronis, *Admap Magazine*, February 2003

A Walk Through Discriminant Analysis, *Quirk's Marketing Research Review*, January 2003

What is Driving the Vote, *Campaigns and Elections Magazine*, September 2001

Key Driver Analysis, *Quirk's Marketing Research Review*, February 2001