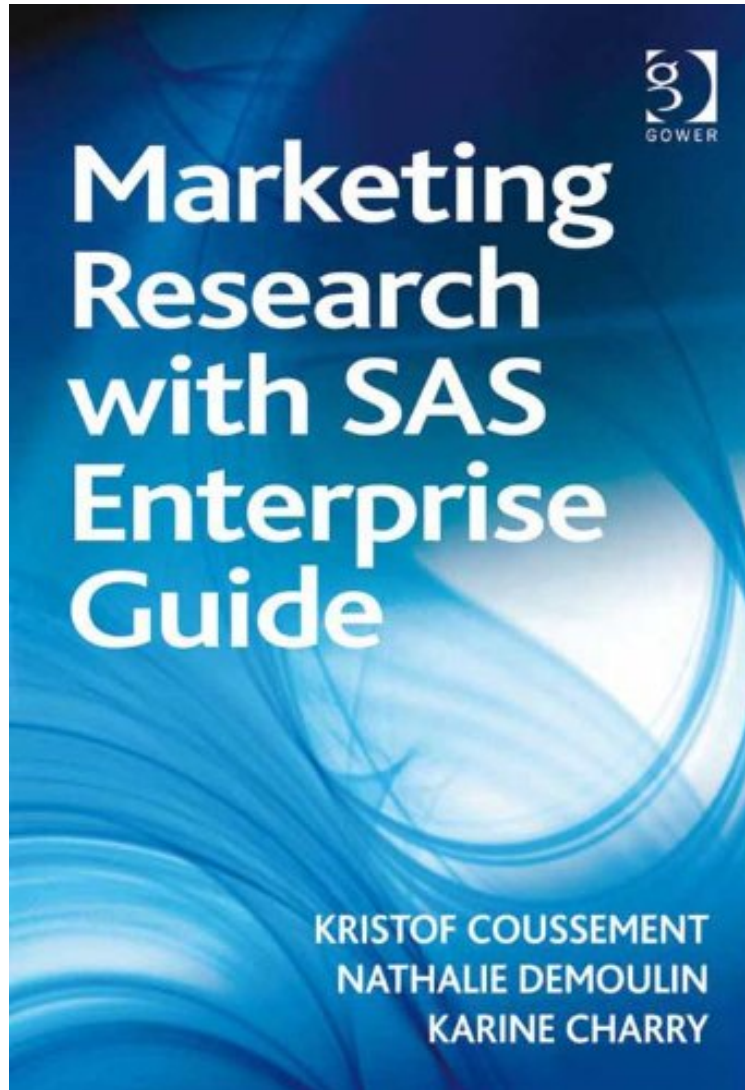


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## Marketing Research with SAS Enterprise Guide

*Kristof Coussement, Nathalie Demoulin, Karine C*  
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About the Author Kristof Coussement is Professor of Marketing at IATilde;pernil;SEG School of Management, France. He has published in international peer-reviewed journals and his main research interests are all aspects in Customer Intelligence, B2B Intelligence, Direct marketing and analytical CRM. Improving his 'practical' experience over the years by doing several real-life research projects in a different number of industries as research associate of a Brussels-based company, he mainly focuses on profound academic research with a high-added value to business. Professor Coussement is founder and committee member of BAQMaR, the largest European Association for Quantitative Qualitative Marketing Research. Nathalie Demoulin is Professor of Marketing at IESEG School of Management, France. She is currently researching topics in loyalty, waiting time and sensorial marketing in service and retailing sectors. She has published in French and international peer-reviewed journals. Karine Charry is Professor at IATilde;pernil;SEG School of Management, France. Her research focuses on consumer behaviour as well as persuasion mechanisms in marketing and health prevention communications. Her ten-year experience in marketing departments of a diversity of companies and sectors in B-to-B and B-to-C contributes to the pragmatic approach of her publications and teaching.