

Ralf Elsner

List of Publications by Year in descending order

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#	ARTICLE	IF	CITATIONS
1	The 2003 ISMS Practice Prize Winner: Optimizing Rhenania's Direct Marketing Business Through Dynamic Multilevel Modeling (DMLM) in a Multicatalog-Brand Environment. <i>Marketing Science</i> , 2004, 23, 192-206.	4.1	81
2	Optimizing Rhenania's Mail-Order Business Through Dynamic Multilevel Modeling (DMLM). <i>Interfaces</i> , 2003, 33, 50-66.	1.5	26
3	Optimiertes Direkt- und Database-Marketing unter Einsatz mehrstufiger dynamischer Modelle. , 2003, , .		11