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This Marketing Analytics course has inspired a textbook published by Pearson Education/FT Press titled Cutting-Edge Marketing Analytics: Real World Cases and Data Sets for Hands On Learning by Rajkumar Venkatesan, Paul Farris, and Ronald

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Venkatesan, Rajkumar, Paul Farris and Ron Wilcox (2014), Cutting Edge Marketing Analytics: Real World Cases and Datasets for Hands On Learning. Pearson/FT Press, NY, NY. Venkatesan Rajkumar, Andrew Petersen, Leandro Guisconi (2018), "Measuring and Managing Customer Engagement Value Through the Customer Journey."

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