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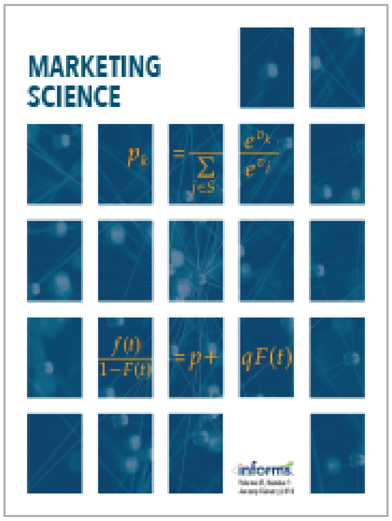

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Focus on Authors

Makoto Abe ("'Counting Your Customers' One by One: A Hierarchical Bayes Extension to the Pareto/NBD Model") is a professor of marketing at the Graduate School of Economics at the University of Tokyo, Japan. He received his Ph.D. from MIT. His research interest is in database marketing and CRM. His papers have appeared in journals such as *Marketing Science*, the *Journal of Marketing Research*, *Marketing Letters*, the *Journal of Business and Economic Statistics*, *European Journal of Operational Research*, *Computational Statistics*, the *Journal of Retailing*, the *Journal of Advertising*, the *Journal of Business Research*, and others. He is a coauthor of several books, including *Introduction to Marketing Science*, *Science of Marketing: Analysis of POS Data*, *Pricing Science*, and *Science of Web Marketing*. Unfortunately, most readers will not be able to comprehend the books because they are written in Japanese. After leaving the United States, Makoto found that it was illegal to brew one's own beer at home, so he now enjoys riding motorcycles as his hobby. Although the Big 4 of motorcycles (Honda, Yamaha, Suzuki, and Kawasaki) happens to be Japanese, he was shocked to find that Harley-Davidson has by far the highest market share (over 30%) for large motorcycles (over 750cc) in Japan. This fact illustrates the marketing excellence of the U.S. company. The situation is in sharp contrast to the Japanese passenger car market, whereby the Big 3, as a total, has a share of less than 1%, which is less than one-tenth of that of German manufacturers. By the way, all of Makoto's five bikes are Japanese, and his Kawsaki has a redline (rev limit) of 19,000 rpm.

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research interests include Bayesian modeling, statistical computing, and developing new methodology for unique data structures with application to business problems, education and psychometrics, and health outcomes. His greatest and most rewarding interests are his wife Laura and three sons Ethan, Zachary, and Benjamin.

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