Prediction markets, like the Iowa Electronic Markets (IEM) and Intrade (previously called Tradesports), offer an attractive alternative to polls or academic panel studies to answer this kind of question because they allow us to clearly analyze people’s expectations of political outcomes and the fluctuation in those expectations given new information. The pricing of futures contracts in these markets provides a continuous measure of the probability of a candidate winning the election. Our approach builds on theoretical developments in the economics literature, especially the market microstructure literature, that view the variation of asset prices as being driven by the arrival of new information and the process that incorporates that information into market prices. Chapter 3: Literature Review: Marketing and Marketing Mix. 3.1: Marketing 3.2: Promotion 3.3: Sales Promotion. 17. Marketing is a very important activity for the organisation. In marketing a lot of sub activities are performed. Due to this the elements of marketing mix for service have been extended. The three more elements for service have been added. These are Prediction markets – a literature review 2014 following tziralis and tatsiopoulos. financial markets lies in their primary role as a forecasting tool instead of gaining financial revenues. Thus, Prediction Markets are based on methods from decision theory, collective intelligence and crowdsourcing (Ivanov 2009). The classification according to the research theme is consistent with the study “Prediction Markets: An Extended Literature Review” by. 1 At the outset of the study “Review of Prediction Market Research: Guidelines for Information Systems Research”, Zhao, Wagner and Chen (2008) identified 93 relevant PM articles.