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for graduate and upper level undergraduate marketing research courses for over 30 years this text has provided students with the information they need to understand and apply multivariate data analysis hair et al provides an applications oriented introduction to multivariate analysis for the non statistician by reducing heavy statistical research into fundamental concepts the text explains to students how to understand and make use of the results of specific statistical techniques in this seventh revision the organization of the chapters has been greatly simplified new chapters have been added on structural equations modeling and all sections have been updated to reflect advances in technology capability and mathematical techniques

examining your data multiple regression analysis multiple discriminant analysis multivariate analysis of variance canonical correlation analysis factor analysis cluster analysis multidimensional scaling conjoint analysis structural equation modeling

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offering an applications oriented approach which focuses on the use of each technique rather than its mathematical derivation this textbook introduces a six step framework for organising and discussing multivariate data analysis techniques

marketing has become increasingly popular utilizing multi criteria decision making mcdm methods and statistics to create robust frameworks for making informed and strategic decisions computational and modeling breakthroughs have resulted in a significant increase in the use of mcdm methods in marketing in the past decade making it an ideal solution for many marketing problems statistics can now be used to conduct mcdm analyses on a variety of marketing problems including new product introduction and pricing using multiple data sources businesses can make more informed strategic and effective decisions by using mcdm methods and statistical analysis in marketing by using these tools marketers can improve market performance and competitive advantage by optimizing product development pricing strategies market segmentation and campaign effectiveness multiple criteria decision making mcdm techniques and statistics in marketing explores the effects of mcdm techniques on marketing practices it covers a wide range of statistics and research to examine mcdm in shaping modern consumer science this book covers topics such as management science product development and consumer behavior and is a useful resource for marketers business owners data scientists academicians and researchers

innovation and best practices in hospitality and tourism research contains 71 accepted papers from the hospitality and tourism conference htc 2015 melaka malaysia 2 3 november 2015 the book presents the up and coming paradigms and innovative practices within the hospitality and tourism industries and covers the following topics mana

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