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for graduate courses in marketing research research design and data analysis for the non statistician this applications oriented introduction to multivariate analysis reduces the amount of statistical notation and terminology used while focusing on the fundamental concepts that affect the use of specific techniques

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

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

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 the authors provide 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 7th edition the organisation 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 the full text downloaded to your computer with ebooks you can search for key concepts words and phrases make highlights and notes as you study share your notes with friends ebooks are downloaded to your computer and accessible either offline through the bookshelf available as a free download available online and also via the ipad and android apps upon purchase you ll gain instant access to this ebook time limit the ebooks products do not have an expiry date you will continue to access your digital ebook products whilst you have your bookshelf installed

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

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