

1.	Record Nr.	UNINA990008820030403321
	Autore	Lehmann, Edgar
	Titolo	Historisch-geographisches Kartenwerk : Britische Inseln, Frankreich, Belgien, Niederlande, Luxemburg : Wirtschaftshistorische Entwicklung / unter Leitung von Edgar Lehmann ; bearbeitet von Wolfgang Schmeer ... [et al.]
	Pubbl/distr/stampa	Leipzig : Verlag Enzyklopädie, 1960
	Descrizione fisica	53 p. : ill. ; 50 cm + 28 c.
	Locazione	ILFGE
	Collocazione	Cons.1 Atl.1 113
	Lingua di pubblicazione	Tedesco
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
2.	Record Nr.	UNINA9910298179603321
	Autore	Mooi Erik
	Titolo	Market Research : The Process, Data, and Methods Using Stata / / by Erik Mooi, Marko Sarstedt, Irma Mooi-Reci
	Pubbl/distr/stampa	Singapore : , : Springer Nature Singapore : , : Imprint : Springer, , 2018
	ISBN	981-10-5218-2
	Edizione	[1st ed. 2018.]
	Descrizione fisica	1 online resource (XX, 416 p. 212 illus., 50 illus. in color.)
	Collana	Springer Texts in Business and Economics, , 2192-4341
	Disciplina	658.83
	Soggetti	Marketing research Business intelligence Statistics Knowledge management Market Research and Competitive Intelligence Statistics in Business, Management, Economics, Finance, Insurance Knowledge Management
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia

Nota di contenuto

Chapter 1: Introduction -- Chapter 2: The Market Research Process -- Chapter 3: Data -- Chapter 4: Getting Data -- Chapter 5: Descriptive Statistics -- Chapter 6: Hypothesis Testing -- Chapter 7: Regression Analysis -- Chapter 8: Factor Analysis -- Chapter 9: Cluster Analysis -- Chapter 10: Communicating the Results.

Sommario/riassunto

This book is an easily accessible and comprehensive guide which helps make sound statistical decisions, perform analyses, and interpret the results quickly using Stata. It includes advanced coverage of ANOVA, factor, and cluster analyses in Stata, as well as essential regression and descriptive statistics. It is aimed at those wishing to know more about the process, data management, and most commonly used methods in market research using Stata. The book offers readers an overview of the entire market research process from asking market research questions to collecting and analyzing data by means of quantitative methods. It is engaging, hands-on, and includes many practical examples, tips, and suggestions that help readers apply and interpret quantitative methods, such as regression, factor, and cluster analysis. These methods help researchers provide companies with useful insights.
