

1. Record Nr.	UNINA990000577660403321
Autore	Chambaud, R.
Titolo	FORMULAIRE DU BETON ARME / CHAMBAUD R. - LABELLE P.
Pubbl/distr/stampa	Paris : ITBTP, 1976
Localione	DINSC
Collocazione	07 B-84/B
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
2. Record Nr.	UNINA9910219648103321
Titolo	The Singapore economic review : journal of the Economic Society of Singapore and the Department of Economics and Statistics, National University of Singapore
Pubbl/distr/stampa	Singapore, : Economic Society of Singapore Singapore, : World Scientific
ISSN	1793-6837
Descrizione fisica	1 online resource
Disciplina	330.9595/7/005
Soggetti	Economics Économie politique Affaires Economic history Periodicals. Malaysia Economic conditions Periodicals Singapore Economic conditions Periodicals Malaysia Singapore
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Periodico
Note generali	Refereed/Peer-reviewed

3. Record Nr.	UNINA9910338256503321
Autore	Chapman Chris
Titolo	R For Marketing Research and Analytics // by Chris Chapman, Elea McDonnell Feit
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2019
ISBN	3-030-14316-3
Edizione	[2nd ed. 2019.]
Descrizione fisica	1 online resource (492 pages)
Collana	Use R!, , 2197-5744
Disciplina	519.502855133 005.133
Soggetti	Mathematical statistics - Data processing Statistics Marketing Statistics and Computing Statistics in Business, Management, Economics, Finance, Insurance
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Chapter 1: Welcom to R -- Chapter 2: An Overview of the R Language -- Chapter 3: Describing Data -- Chapter 4: Relationships Between Continuous Variables -- Chapter 5: Comparing Groups: Tables and Visualizations -- Chapter 6: Comparing Groups: Statistical Tests -- Chapter 7: Identifying Drivers of Outcomes: Linear Models -- Chapter 8: Reducing Data Complexity -- Chapter 9: Assorted Linear Modeling Topics -- Chapter 10: Confirmatory Factor Analysis and Structural Equation Modeling -- Chapter 11: Segmentation: Clustering and Classification -- Chapter 12: Association Rules for Market Basket Analysis -- Chapter 13: Choice Modeling -- Chapter 14: Marketing Mix Models -- Appendix A: R Versions and Related Software -- Appendix B: Scaling Up -- Appendix C: Packages Used -- Appendix D: Online Materials and Data Files.
Sommario/riassunto	The 2nd edition of R for Marketing Research and Analytics continues to be the best place to learn R for marketing research. This book is a complete introduction to the power of R for marketing research practitioners. The text describes statistical models from a conceptual

point of view with a minimal amount of mathematics, presuming only an introductory knowledge of statistics. Hands-on chapters accelerate the learning curve by asking readers to interact with R from the beginning. Core topics include the R language, basic statistics, linear modeling, and data visualization, which is presented throughout as an integral part of analysis. Later chapters cover more advanced topics yet are intended to be approachable for all analysts. These sections examine logistic regression, customer segmentation, hierarchical linear modeling, market basket analysis, structural equation modeling, and conjoint analysis in R. The text uniquely presents Bayesian models with a minimally complex approach, demonstrating and explaining Bayesian methods alongside traditional analyses for analysis of variance, linear models, and metric and choice-based conjoint analysis. With its emphasis on data visualization, model assessment, and development of statistical intuition, this book provides guidance for any analyst looking to develop or improve skills in R for marketing applications. The 2nd edition increases the book's utility for students and instructors with the inclusion of exercises and classroom slides. At the same time, it retains all of the features that make it a vital resource for practitioners: non-mathematical exposition, examples modeled on real world marketing problems, intuitive guidance on research methods, and immediately applicable code. .

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