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Titolo	Market Research : The Process, Data, and Methods Using Stata / / by Erik Mooi, Marko Sarstedt, Irma Mooi-Reci
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Soggetti	Marketing research Business intelligence Statistics Knowledge management Market Research and Competitive Intelligence Statistics in Business, Management, Economics, Finance, Insurance Knowledge Management
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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.
