

1. Record Nr.	UNINA9910461144603321
Titolo	Indigenous movements, self-representation, and the State in Latin America // edited by Kay B. Warren & Jean E. Jackson
Pubbl/distr/stampa	Austin : , : University of Texas Press, , 2002
ISBN	0-292-70424-0
Edizione	[First edition.]
Descrizione fisica	1 online resource (305 p.)
Disciplina	323.1/198
Soggetti	Indians - Politics and government Indians - Government relations Indians, Treatment of - Latin America Indian activists - Latin America Self-determination, National - Latin America Electronic books. Latin America Race relations Latin America Social policy Latin America Politics and government
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	""Acknowledgments""; ""1. Introduction: Studying Indigenous Activism in Latin America (Kay B.Warren and Jean E. Jackson)""; ""2. The Indigenous Public Voice: The Multiple Idioms of Modernity in Native Cauca (David D. Gow and Joanne Rappaport)""; ""3. Contested Discourses of Authority in Colombian National Indigenous Politics: The 1996 Summer Takeovers (Jean E. Jackson)""; ""4. The Multiplicity of Mayan Voices: Mayan Leadership and the Politics of Self-Representation (Victor Montejo)""; ""5. Voting against Indigenous Rights in Guatemala: Lessons from the 1999 Referendum (Kay B. Warren)"" ""6. How Should an Indian Speak?: Amazonian Indians and the Symbolic Politics of Language in the Global Public Sphere (Laura R. Graham)""""7. Representation, Polyphony, and the Construction of Power in a Kayapo Video, T(erence Turner)""; ""8. Cutting through State and Class: Sources and Strategies of Self-Representation in Latin America (Alcida Rita Ramos)""; ""Contributors""; ""Index""

2. 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. .
