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Titolo	Multivariate Analysis : An Application-Oriented Introduction // by Klaus Backhaus, Bernd Erichson, Sonja Gensler, Rolf Weiber, Thomas Weiber
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Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction to empirical data analysis -- Regression analysis -- Analysis of variance -- Discriminant analysis -- Logistic regression -- Contingency analysis -- Factor analysis -- Cluster analysis -- Conjoint analysis.
Sommario/riassunto	Data can be extremely valuable if we are able to extract information from them. This is why multivariate data analysis is essential for business and science. This book offers an easy-to-understand introduction to the most relevant methods of multivariate data analysis. It is strictly application-oriented, requires little knowledge of mathematics and statistics, demonstrates the procedures with numerical examples and illustrates each method via a case study solved with IBM's statistical software package SPSS. Extensions of the methods and links to other procedures are discussed and recommendations for application are given. An introductory chapter presents the basic ideas of the multivariate methods covered in the book and refreshes statistical basics which are relevant to all methods. Contents Introduction to empirical data analysis Regression analysis Analysis of

variance Discriminant analysis Logistic regression Contingency analysis
Factor analysis Cluster analysis Conjoint analysis The original German
version is now available in its 16th edition. In 2015, this book was
honored by the Federal Association of German Market and Social
Researchers as “the textbook that has shaped market research and
practice in German-speaking countries”. A Chinese version is available
in its 3rd edition. On the website www.multivariate-methods.info, the
authors further analyze the data with Excel and R and provide
additional material to facilitate the understanding of the different
multivariate methods. In addition, interactive flashcards are available to
the reader for reviewing selected focal points. Download the Springer
Nature Flashcards App and use exclusive content to test your
knowledge. The authors ((Please insert here the photographs of authors
in order of appearance)) www.multivariate-methods.info.
