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Nota di contenuto	Cover; Contents; List of Tables; List of Figures; Preface; 1 Measurement Scales; 2 Modeling Continuous Data; 3 Modeling Dichotomous Data; 4 Modeling Ordered Data; 5 Modeling Unordered Data; 6 Neural Networks; 7 Approximate Algorithms for Management Problems; 8 Other Statistical, Mathematical and Co-pattern Modeling Techniques; References; Index
Sommario/riassunto	Bringing to life the most widely used quantitative measurements and statistical techniques in marketing, this text is packed with user-friendly descriptions, examples and study applications.